
Mr. Christensen

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Oreo Cookies

Thinking about the yummy delicious Oreo cookies makes many people crave for them all day long. In 2012, Nabisco celebrated Oreo cookies 100th birthday and invites the world to join in the party and dipping an Oreo cookie into a nice cold glass of milk and putting in one's mouth brings great satisfaction ("Oreo 100th Birthday"). Oreo cookies are not just yummy, but they are also healthy for one's body. Oreo cookies are addictive to people of all ages because they are so appetizing. With that result, it became the world's best selling cookies in the United States and throughout many other countries for more than one hundred years and continuing into the 21st century. "... no matter where in the world you find Oreo, one thing remains right at the heart of milk's favorite cookie: the iconic "twist, lick, dunk" ritual that brings people together like no other biscuit can!" ("Oreo 100th Birthday"). For making Oreo cookies as good as they are today, they were franchised from other similar brands. And throughout the years Oreo cookies have changed in many ways, including its appearance as well as its healthiness in today's time.

Oreo cookies have a long rich yet interesting history that will make its readers crave for more knowledge on Oreo cookies history. In Elliot (2012) and Rosenberg's researches, they explained that in 1898, a few baking companies joined together to form a new company called National Biscuit Company (NaBisCo) in East Hanover, New Jersey. Nabisco's goals are to make snacks. In 1902, Nabisco created Barnum's Animal cookies and made them famous by selling

them in small boxes with string attached to make it look like a circus, but it was not very successful (Crews). To stay competitive, Nabisco continued to research for new products. In 1912, Nabisco came up with a new snack called Oreo cookies. In 1975, they released their Double Stuffed Oreo. In 1987, fudge covered Oreos was born. In 1991, Halloween Oreos was introduced. In 1995, Christmas Oreos was produced. With the many different types of Oreo products, Rosenberg recorded that Nabisco has sold over 362 billion Oreo cookies since 1912. On the other hand, Oreo has its own issues. According to Lukas (1999), he stated that Oreo cookies are not original. He said that the company, Nabisco, imitated the Oreo cookie from another cookie called the Hydrox cookies that was manufactured by Sunshine Company in 1908. With the new Oreo cookies, it became a very strong competitor for the Hydrox cookie in the twentieth century. Therefore, the Hydrox Company was losing money; thus, they sold the company to Kelloggs in 2001. From this new management, the Hydrox cookies gradually disappear because the Oreo cookies became very popular. In addition, Eber (pp 44-45), he stated that Hydrox, or also known as Droxies was out of business and was officially taken off from the market because Oreo topped all charts in the world for the best selling snack.

The Oreo cookies have gone through many name changes before Nabisco decided to settle on the name Oreo. “Oreo Biscuit” was its first name when it first came out in 1912 (Olver 2013). By 1921, it was called “Oreo Sandwich” then about twenty years later in 1948 it was changed to “Oreo Crème Sandwich”. Twenty-six years later, in 1974, Nabisco decided to change the name one more time to “Oreo Chocolate Sandwich Cookie” (Feldman pp. 173–174), for short, Oreo. Even though the name was changed many times, its unique origin remains the same. However, according to Feldman (1987), no one really knows the real origination of Oreo cookies. However, many people have many theories that say the name came from the French

word “Or”, which means gold, and representing the early packages of Oreo. Another speculation is that it was from the Greek word “Oreo”, meaning beautiful or nice. In addition, the authors said some people believed that the name is a combination of the “re” from crème and placing it between the two “o’s” in chocolate making “Oreo” (Feldman pp. 173–174) (Rosenberg). Of all the different theories, no one can claim its real origin. In fact, people in different parts of the countries have different beliefs of Oreo cookies origin.

Oreo cookies continued to make the list of top cookie sellers. According to Lynn (2012), she reported that Oreo cookies annual sales were 2 billion dollars in the year 2000. She continued to discuss that Oreo cookies continued to be people’s favorite cookies. In her conclusion, she pointed out that Nabisco has become the world’s best selling Oreo cookies. With popular demand, the company increased its volumes as well as its price. When the Oreo cookies first came out in 1912, the price was between ten to twenty-five cents per pound (Olver 2013). Each pound contained about twenty cookies. When the Great Depression struck the United States, Oreo cookies prices dropped to five to ten cents. After the Great Depression, Oreo cookies sales went back up; therefore, they raised its prices seven to twenty cents per pound. As the economy got better, the sales of Oreo cookies continue to increase. As a result, the price also got increased. In 2013, in her article, Olver (2013), she said Oreo cookies raised its price to \$4.59 per 14.3 ounces or about forty to fifty cookies in one package.

Aside from being the best selling Oreo cookies around the world, Nabisco made forty-two other types of cookies and snacks. Nabisco’s first snack was produced in 1898, in the state of New Jersey and it was called Uneeda Biscuit (Rubenstein Rare Book & Manuscript Library 1900-1935). Some other snacks before the Oreo cookies were created were the Fig Newtons, Barnum’s Animal Crackers and many other infamous name cookies and snacks. As a result, Fig

Newtons sales and market share for the brand were declining year after year because it's intended audience were more for the baby boomer time (Newman 2012). Another snack that was declining in sales was Barnum's Animal Crackers because their target sales were focusing more on the younger kids with its creative animal cracker shapes.

People have so many different tastes and desires when they are going to consume something, but the yummy delicious Oreo cookie with the soft sugary crème was able to meet everyone's satisfaction. To satisfy everyone's desires, Nabisco made various types of snacks and desserts. Nabisco understands their customer's needs and cultural differences. With this understanding, they created thirty-two different kinds of flavors to meet people from various countries in the world's desire. People can eat a cookie for its good taste or eat ten with a nice cold glass of milk to fulfill their hunger. However, not all of the different flavors are sold in all locations in the world. For example, in the United States, they mostly sell the original Oreo cookies and Double Stuffed Oreo cookies. Another example in Asia, China sells the mint flavor, ice cream flavor, fudge sundae flavor and others. Nabisco always actively find new ways to make better products and make more profit for its company. To increase sales, Nabisco expanded into several other look-a-like Oreo cookies. For illustration, some of those look-a-like and taste-a-like are including but not limited to the following: Oreo brownies, cake, fudge, ice cream and cereal. With the many kinds of snacks and cookies that Nabisco made, the most well known are the Double-Stuffed and Triple-Stuffed Oreo cookies in the United States. With its great taste, Oreo cookies can be mixed with ice cream for a delicious blizzard and the Oreo cookies still have its unique taste. Not only that Oreo cookies can be mixed with anything and it still maintain its original taste, it can make people want to eat more again. For demonstration, ("Employee Hit With Felony for Snacking on Store" 2013), said that there was a Wal-Mart employee who have

been stealing and eating Oreo cookies for years. This clearly shows that Oreo cookies are very addictive and satisfying, that's why this woman stole and ate the store's Oreo cookies even though she knew she would face consequences when she is caught.

To stay on top of its business, Nabisco added many other new products after the Oreo cookies were created. The most popular products are included Chip Ahoy, Teddy Graham and many more that have flourished well in sales (Wong 2010). According to Ramirez (1990), he stated that Chip Ahoy is the second best selling cookie just under Oreos. He further stated that Teddy Grahams comes in third place for being one of the top sellers in its first year. As a result, no matter how many of the newer products they have created, the Oreo cookies will always remain the greatest mouth watering cookie there is.

Obesity is a major problem in the United States. According to (getamericafit.org, obesityinamerica.org), they said there are 58 million people over weight. With this problem, it will cost \$147 billion dollars each year for medical expenses. Because of the obesity concern, people are watching what they eat. Oreo cookies can go either way; they can be the best friend or can be the biggest enemy. As discussed in the above paragraph, Oreo cookies can be made in many different ways, people have come up with newer and healthier Oreo cookies that can be eaten without worrying about how much calories is contained in it. As of 2006, Oreo cookies have replaced trans fat for non-hydrogenated vegetable oil (Tribune Staff Reporters 2005). With these changes, it reduces the obesity concerns. According to Manier, Callahan and Alexander (Tribune Staff Reporters 2005), they agreed that "The Oreo, of course, is only one of the many indulgent treats that now make up nearly a quarter of the calories American children consume. It didn't create America's dangerously expanding waistline."

Summing up, Nabisco has come up with many tasty snacks, which are at the top of the charts and the most well known, Oreo, is said to be an imitation of another cookie. Through Oreo cookies one-hundred years, it has gone through many changes such as its name, prices, flavors, and many unlimited phases. Nabisco's long time in business have many great scrumptious snacks and cookies before and after Oreo cookies' creation. Even though the Oreo cookies are the world's best selling cookies, they are also considered healthy snacks as well. To insure healthiness, Nabisco has replaced trans fat for non-hydrogenated vegetable oil. Therefore, Oreo cookies are retaining as the greatest snack that was ever invented for over one-hundred years and continuing into the 21st century. Oreo will continue to be the best snack in sales and in terms of mouth watering cookies.

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