

THE HISTORY OF FOODS

BREAKFAST FOODS

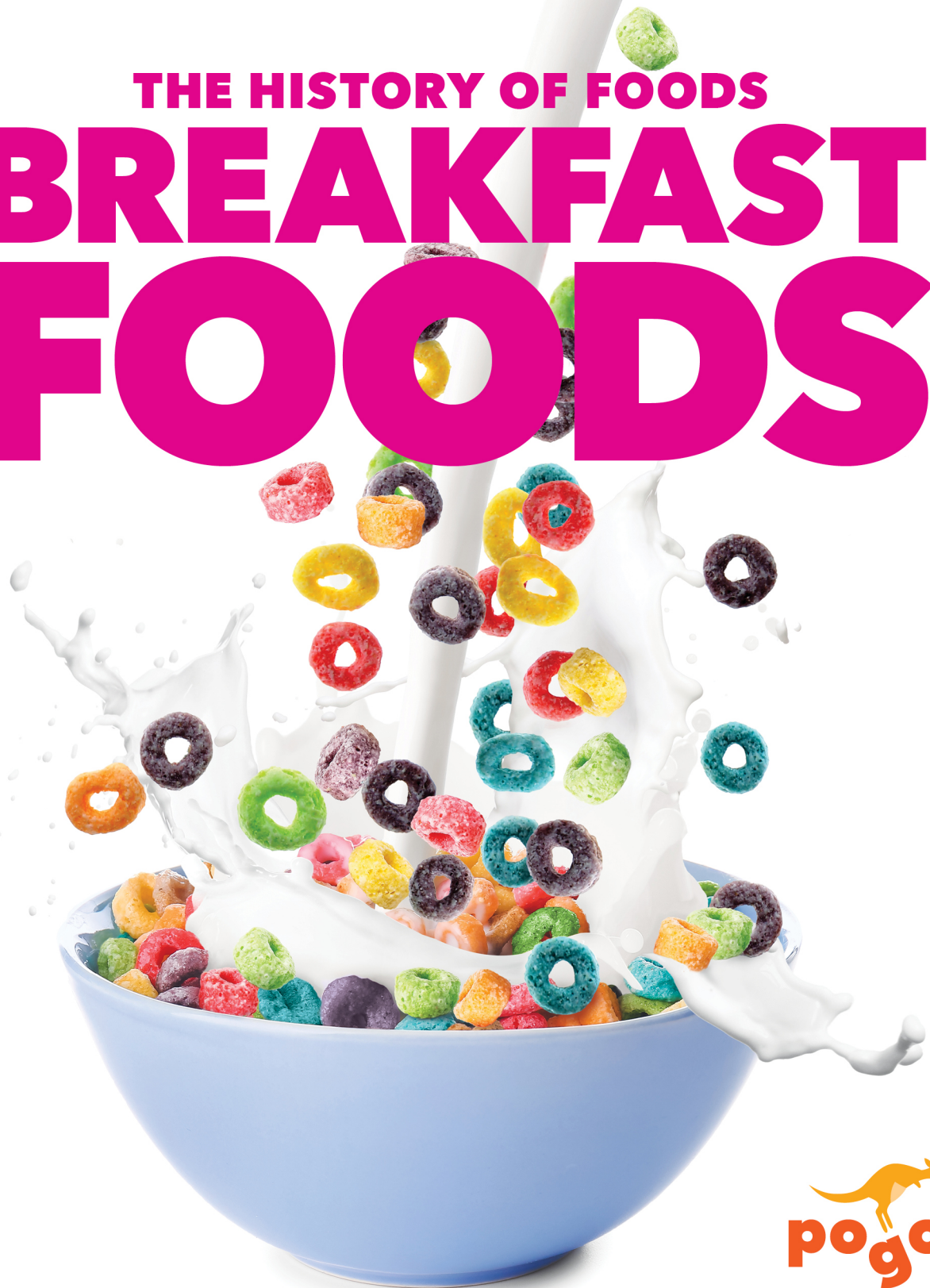


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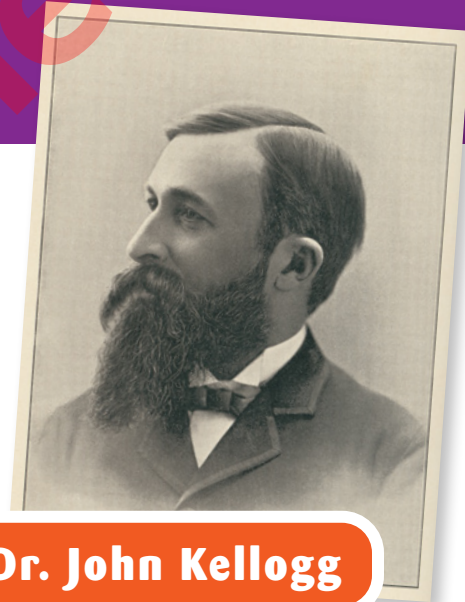
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CHAPTER 1

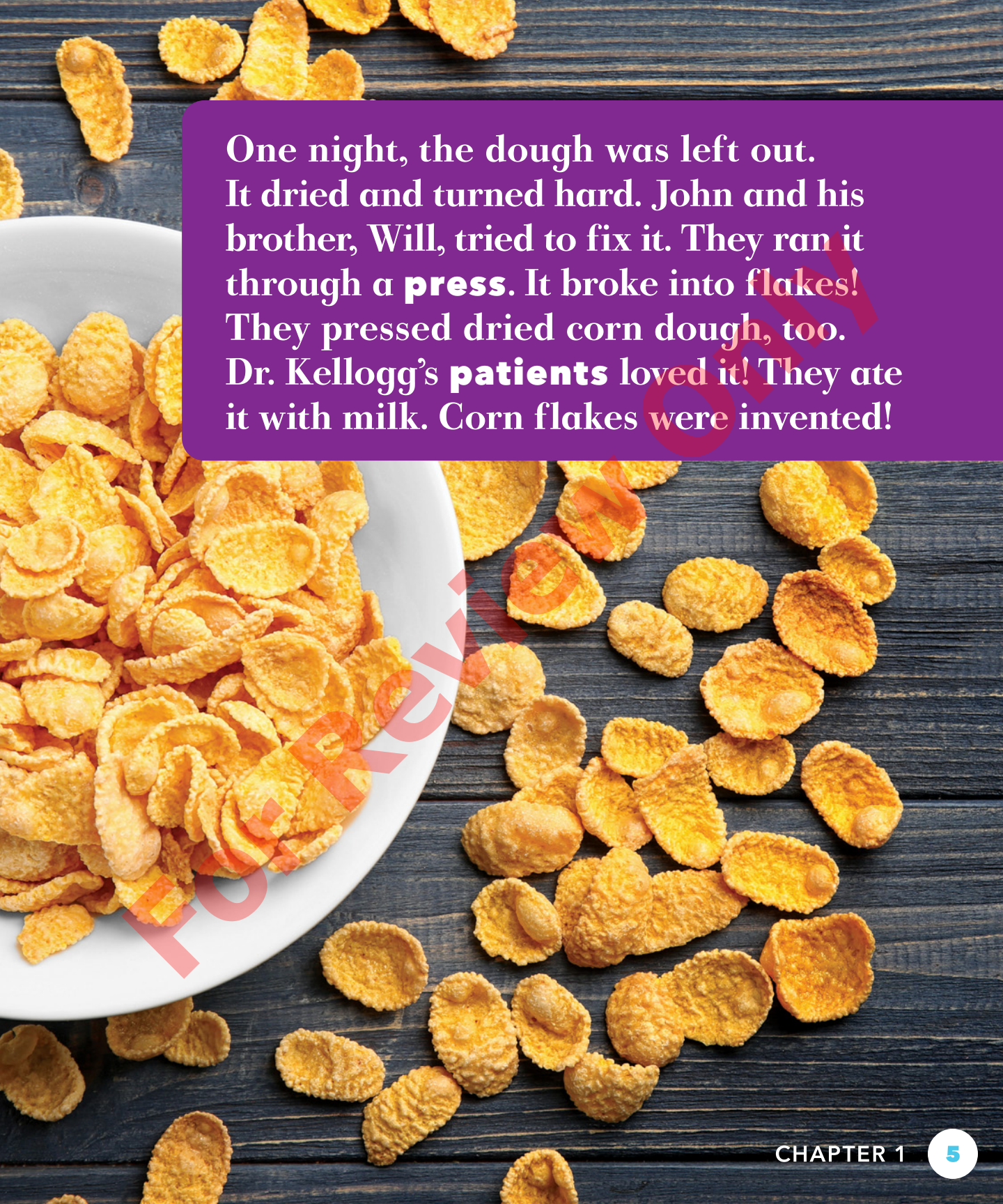
A LUCKY MISTAKE

Did you know cereal was **invented** by mistake? In the late 1800s, **Dr. John Kellogg** wanted to make healthy food for people. He created a breakfast wheat bread.



Dr. John Kellogg





One night, the dough was left out.
It dried and turned hard. John and his
brother, Will, tried to fix it. They ran it
through a **press**. It broke into **flakes**!
They pressed dried corn dough, too.
Dr. Kellogg's **patients** loved it! They ate
it with milk. Corn flakes **were** invented!

1908 Corn Flakes advertisement



TOASTED CORN FLAKES
The package of the genuine bears this signature

W. K. Kellogg

Toasted Corn Flakes Co., Battle Creek, Mich.
Canadian Flakes Ltd., Toronto, Ont.



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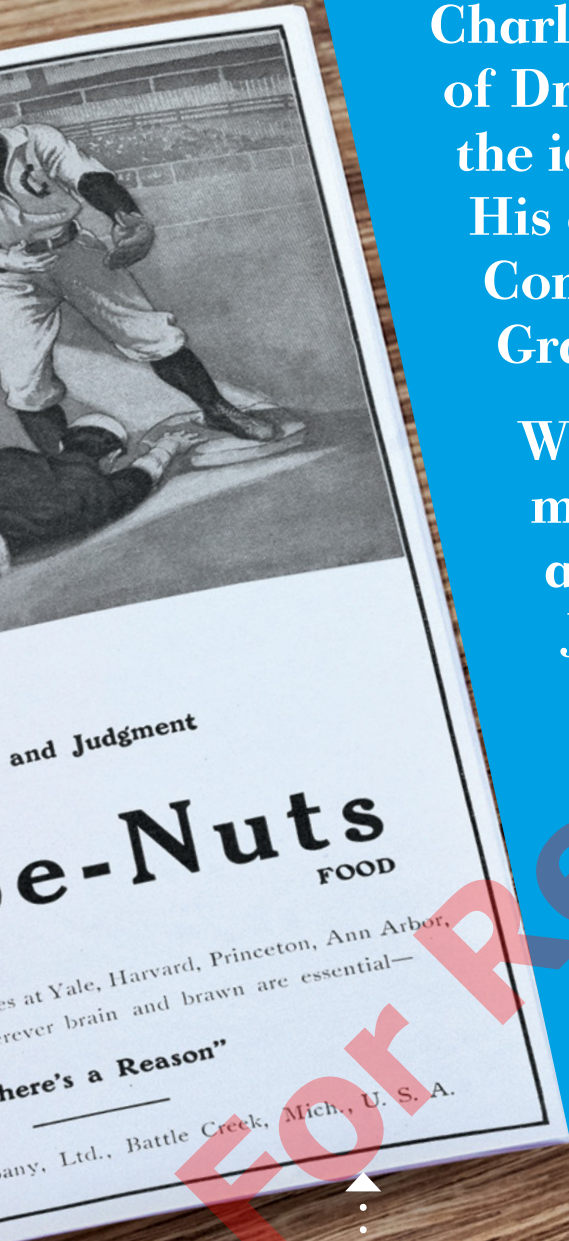
GRAPE-NUTS
THERE'S A REASON

Ball-Players
Need Snap

Grapp

May be found on the table West Point, etc., and where

Postum Cereal Company



Charles William Post was one of Dr. Kellogg's patients. He stole the idea! He made his own cereal. His company was Postum Cereal Company. The cereal was called Grape-Nuts.

Will Kellogg wanted to sell more cereal. In 1906, he started adding sugar to the cereal. John did not like the idea. But they sold 100,000 boxes a day! Both companies advertised their products.

DID YOU KNOW?

When we sleep, we don't eat. This means we **fast**. In the morning, we break the fast when we eat. That is why it is called "breakfast!"



1909 Grape-Nuts advertisement

CHAPTER 2

FAST BREAKFAST

In the 1930s, freezers became popular. Why? Frozen food does not rot. Three brothers started a food company. They were Frank, Tony, and Sam Dorsa. They tried freezing different foods.

freezer





The brothers made waffles. They froze and rewarmed them. They called them “froffles.” People loved having waffles all the time. The brothers changed the name to Eggo. Why? It was their company name!