

Fast Facts



NABISCO

About Nabisco

Nabisco, Inc., based in Parsippany, NJ, is a global manufacturer of cookies, crackers and other food products. It was founded in 1898 through a merger of regional baking companies in the north and northeast United States.



Nabisco's total 1999 revenue was \$8.3 billion -- \$6.6 billion in North America and \$1.7 billion in international. Total 1999 operating income was \$1.1 billion.

Nabisco is organized into four major businesses:

- U.S. Biscuit (U.S. cookies, crackers, snacks)
- U.S. Foods, which includes:
 - Planters (nuts)
 - LifeSavers (candies, gums)
 - Specialty Products (condiments, hot cereals, dry gelatins/puddings, pet snacks)
 - Foodservice (restaurant and institutional food products)
- Nabisco Canada (cookies, crackers, canned foods, pasta)
- Nabisco International (food operations in Latin America, Europe, Asia and the Middle East)

Nabisco has 87 manufacturing facilities -- 33 in North America and 54 in international, with 50,000 employees worldwide.

Combining Companies

Kraft and Nabisco combined would have had total worldwide revenue of \$35 billion -- \$24 billion in North America and \$11 billion in international last year. Combined operating income last year would have been \$5.5 billion -- \$4.4 billion from Kraft Foods and \$1.1 billion from Nabisco. Together, the companies have 229 manufacturing plants -- 94 in North America and 135 in other parts of the world.

Big Brands



Nabisco, Inc. has one brand with more than \$1 billion in annual revenue, Nabisco; and 17 brands worldwide with more than \$100 million in annual revenue: Oreo, Chips Ahoy! and Newtons cookies; Ritz, Premium, Air Crisps, Triscuit and Wheat Thins crackers; Planters nuts; LifeSavers candy; SnackWell's cookies and crackers; Royal gelatins and puddings; A.1. steak sauce; Farley's and Sathers candies; Milk-Bone dog treats; and Canale.

Nabisco brands hold the No. 1 or 2 share position in these categories in the U.S.: breakfast snacks, cookies, crackers, desserts, non-chocolate candy, nuts, pet snacks and steak sauce.

A Look at the Portfolio

Kraft Foods and Nabisco have seven brands with more than \$1 billion in annual worldwide revenue: *Kraft* cheeses and dinners; Nabisco cookies and crackers; *Maxwell House* coffee; *Oscar Mayer* meats; *Post* cereals; *Philadelphia* cream cheese, and *Jacobs Suchard* chocolates and coffees.



Another 66 brands have revenues of more than \$100 million, including: *A.1.* steak sauce; *Gevalia* and *Grand Mere* coffees; *Jell-O* desserts; *Kool-Aid* beverages; LifeSavers candy; *Milka*, *Maribou* and *Toblerone* chocolates; *Miracle Whip* salad dressing; Oreo, Chips Ahoy! and Newtons cookies; Planters peanuts; *Stove Top* stuffing mixes; and *Tombstone* pizza.

Nabisco through the Years

- Nabisco's roots can be traced to 1792 when Pearson & Sons Bakery opened in Massachusetts to make "pilot bread," a tough, durable biscuit used by sailors on long journeys.
- In 1801, the Josiah Bent Bakery baked the first biscuit other than pilot bread. It was called a cracker because of the sound it made when someone bit into it.
- The Pearson, Bent and other bakeries became the New York Biscuit Company, which merged with the American Biscuit & Manufacturing Company to form the National Biscuit Company in 1898.
- In 1912, there were several "firsts": Oreo cookies were produced in New York; LifeSavers candy were produced in Cleveland; and Lorna Doone cookies were introduced.
- "Nabisco" first appeared on a product called Sugar Wafers in 1901. The name didn't officially change, however, until 1971.
- Planters introduced the trademark figure "Mr. Peanut" in 1916. It was suggested by a schoolboy in a company-sponsored contest for a logo.
- Honey Maid graham crackers were launched in 1925.
- In 1934, Ritz crackers were introduced.



- Nabisco launched Wheat Thins crackers in 1947.
- In 1952, the red triangle graphic began appearing on Nabisco packages.
- Nabisco's 1981 merger with Standard Brands brought the brand Planters into the company. Nabisco soon acquired the LifeSavers Company.
- In 1989, Nabisco merged with R.J. Reynolds Industries, which added the A.1. and Grey Poupon brands to the portfolio.
- Nabisco helped establish the wellness category in snacking with the launch of the SnackWell's product line in 1992.
- RJR Nabisco returned to the ranks of public companies in 1995.
- Nabisco celebrated its 100th anniversary in 1998.
- In 1999, Nabisco acquired Favorite Brands International, which includes Farley's candies, as well as the former Kraft caramel and marshmallow businesses.



Kraft Foods' trademarks appear in *italic*; trademarks of other companies appear in a different type style.

