

## **DREYER'S HISTORY**

### **Dreyer's American Dream**

William Dreyer began his love affair with ice cream in 1906 when, as a galley boy, he earned the prestigious job of making a frozen dessert to celebrate his German ship's arrival in America.

After a brief career making ice cream in New York, he settled in northern California and began a 20-year apprenticeship with ice cream makers such as National Ice Cream Company and Peerless Ice Cream.

Dreyer opened his own ice creamery in Visalia, California, and won First Prize at the 1921 Pacific Slope Dairy Show. Over the next two decades, he taught ice cream courses at the University of California and served as an officer in the California Dairy Industries Association.

### **Grand Beginnings**

Dreyer found a business partner and kindred spirit in renowned candy-maker Joseph Edy after moving to Oakland, California. Dreyer's ice cream expertise and Edy's candymaking acumen created a winning combination. Their small ice cream factory on Grand Avenue quickly became a gathering place. "Grand" has been part of the company name ever since – both as a reminder of the company's birthplace on Grand Avenue and a declaration of the outstanding quality of their ice cream.

### **The Birth of Rocky Road**

At the time of Rocky Road's birth in 1929, almost all ice cream was made in three flavors – vanilla, chocolate, and strawberry – and was always served as sundaes. Dreyer added walnuts (later replaced with almonds) to his chocolate ice cream and, using his wife's sewing shears, cut marshmallows into bite-sized pieces to make the first batch of Rocky Road. Dreyer and Edy picked a flavor name to give folks something to smile about in the face of the Great Depression. Rocky Road became America's first blockbuster flavor and remains one of the best-selling flavors of all time. Dreyer invented a number of other flavors that are still made today, including Toasted Almond and Peppermint Stick.

### **Change & Growth**

In 1946, William Dreyer's only son joined the ice cream business and Joe Edy focused on his candy business. In July 1947, Edy and Dreyer officially dissolved their partnership.

The Dreyers opened a state-of-the-art ice cream plant in 1948. In 1963, Dreyer's son sold the company to his key officers – Al Wolff, Bob Boone and Ken Cook. Dreyer remained active in the company until his death in 1975.

The company was purchased in 1977 by T. Gary Rogers and W. F. (Rick) Cronk. Under Rogers' and Cronk's direction, Dreyer's Grand Ice Cream expanded its distribution to become the leading manufacturer, marketer and distributor of packaged ice cream in the United States.

In 2003, the Company merged with Nestlé Ice Cream Company, LLC (NICC) to form Dreyer's Grand Ice Cream Holdings, Inc.

After 26 years in the ice cream business, Dreyer's President W.F. (Rick) Cronk retired in 2003 from the business he did so much to build.

A year later, Dreyer's introduced its resoundingly successful Slow Churned® Ice Cream with half the fat, one-third fewer calories and all the flavor found in full-fat premium ice cream. A few months later, Dreyer's acquired Silhouette Brands, producers of outstanding low-fat and low carb snacks marketed under *The Skinny Cow*® and *Skinny Carb*® brands.

In 2005, Dreyer's launched two revolutionary new products: *Häagen-Dazs*® Extra Rich Light with ½ the fat and same great taste as the original and *Dibs*® bite-sized ice cream snacks, recognized as Best New Product of the year by four industry publications.

In 2006, Dreyer's became a wholly-owned subsidiary of Nestlé®.

Today, Dreyer's Grand Ice Cream is a \$2 billion company. Dreyer's Grand Ice Cream Holdings, Inc., and its subsidiaries manufacture and distribute a full spectrum of ice cream and frozen dessert products. Brands of frozen dessert products currently manufactured or distributed by Dreyer's in the United States include Grand, *Slow Churned*®, *Dibs*®, *Häagen-Dazs*®, *Nestlé*® *Drumstick*®, *Nestlé*® *Crunch*®, *Nestlé*® *Butterfinger*®, *Nestlé*® *Toll House*®, *Nestlé*® *Carnation*®, *Nestlé*® *Push-Up*®, *Frosty Paws*®, *Eskimo Pie*®, *Chipwich*®, *Fruit Bars* and *The Skinny Cow*®. The company's premium products are marketed under the *Dreyer's* brand name throughout the Western states and Texas, and under the *Edy's*® brand name throughout the remainder of the United States. Internationally, the *Dreyer's* brand extends to select markets in the Far East and the *Edy's* brand extends to the Caribbean and South America. For more information on the company, please visit [www.dreyersinc.com](http://www.dreyersinc.com).

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