



ABOUT US History of Karo

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1902

The Corn Products Refining Company of New York and Chicago is formed, and on May 13, introduces Karo Light and Dark Corn Syrup.

It is believed that the chemist and expert syrup formulator in honor of his wife Caroline coined the name "Karo". Another popular theory traces the name Karo back to an earlier table syrup trademark "Kairomel".

Until the introduction of Karo corn syrups, the American housewife carried her syrup jug to the grocery store to be refilled from the grocers barrels of syrup.



1903

Sold in "friction-top tins", the delicious and wholesome new Karo syrups, made from corn, are advertised as "The Great Spread for Daily Bread". In full page advertisements appearing in the Ladies Home Journal, it was said that the new table syrup had found "great favor with particular tastes, and was a table delight, appreciated morning, noon or night". Children will love and thrive upon its wholesome nutritious goodness. The full-page advertisement offered eleven recipes and a cook book to all that wrote to the company.

1910

Believing deeply in the dependable high quality and flavor of Karo Corn Syrups, the President of Corn Products Refining Company launches an enormous (for the time) \$250,000 advertising campaign to create national awareness and demand for Karo corn syrups.

The second edition of the Karo Cook Book is published, compiled and written by Emma Churchman Hewitt, former associate editor of the Ladies Home Journal. This 50 page booklet offered "120 Practical Recipes for the Use of Karo Syrup"



1930s

The wife of corporate sales executive discovers a new use for corn syrup. A mixture of corn syrup, sugar, eggs, vanilla and pecans baked in a pie shell produces the now classic Pecan Pie—destined to become a world class favorite. Down South, today, that same recipe continues to be called Karo Pie.

1934

The Dionne quintuplets were born in Callander, Ontario. A long advertising and promotion relationship between the Karo brand and the five internationally famous girls began, and continued through the 1940's.





1938

A new Karo syrup is introduced. Trademarked as Karo Waffle Syrup, it carries a green label to distinguish it from the classic Karo Light corn syrup and Karo Dark corn syrup.

1949

Karo Kookery, a new Karo cookbook is published offering recipes for desserts, breads, sweet rolls, sauces, fillings, candies and entrees, too.

1981

A new Karo cookbook is published celebrating the eighty-year history of Karo Syrup. The brand's long history is easy to discern-- the cover artwork is a reprint of the 1910 cookbook cover. Copies of print advertising from 1904 to 1981 are reproduced inside. The book features two hundred "Recipes from the Sweet Past to the Delicious Present", for contemporary families.



Today

Karo Syrups are still adding a bit of sweetness and giving a smooth texture to an incredible number of loved dishes, such as pies, candies, glazes, sauces, beverages and ice creams.



Karo FOODSERVICE.COM