



FOOD LIVES

# HUNTER GREEN

*Born 1937*

THE FORK FRONT





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## Kraft Macaroni & Cheese

Macaroni and Cheese has been a comforting staple of many American households for nearly two centuries since recipes for the baked dish were brought by European immigrants to the United States. The dish laden with cheese milk and pasta provides a comforting meal, which for many, reminds them of their childhood. The Kraft company tapped into the prevalence of this food in American homes and its nostalgic aspects, when the manufacturer created Kraft Macaroni & Cheese.

The KraftHeinz Company, which is a major food conglomerate, which sells products all over the world, started out as many American enterprises do, as a small business. The company was created in 1903 by J.L. Kraft as a small, family-run cheese delivery company. Founded in Chicago, Kraft bought cheese wholesale, and then parceled it up and sold it to local grocers. The business grew and Kraft eventually set up his own cheese manufacturing business, Kraft Foods, Inc.

Taking advantage of the evolving market for canned goods, Kraft developed a line of tinned and processed cheeses that were popular in the American market. The company also obtained manufactured cheese products from competing dairy-based companies in the U.S. The company acquired Velveta processed cheese in 1927 from inventor Emil Frey, a Swiss immigrant, who created the cheese in 1918. The following year, 1928, Kraft obtained the rights to produce Philadelphia Cream Cheese through its partnership with the Phenix Cheese Company.

But Kraft is arguably best known for its longtime family staple, Kraft Macaroni & Cheese. Launched simultaneously in the United States and Canada in 1937, the boxed food, consisting of dried elbow noodles and powdered cheddar cheese, was an instant hit. It was simple to make, requiring only the addition of boiling water, milk and butter or margarine to create the meal. At a time of economic depression, this inexpensive dish served an important role in feeding families, when many had little to live on. The product was shelf-stable and long lasting, making it ideal for storage, transport and use.





## **T H E F O R K F R O N T**

**The Fork Front, a Washington, D.C.-based company, bridges the academic and general public worlds to make food history available and accessible to everyone. The aim of the company is to teach people about the wonderful, multifaceted and inclusive nature of food history.**



### **Food Lives**

**Everyone has a story. We tell it with food. Food is used to mark significant celebrations, commemorations, and everyday life. Yet everyone's experience with food over the course of their life is different and unique. Food Lives is a service that works to capture an individual's distinct experience with food at key moments of their life. Through Food Lives, we tell personal narratives with food which signifies one's life journey.**

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