

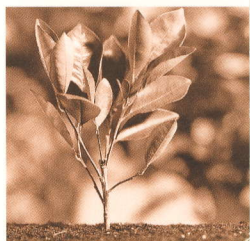
THE HISTORY OF MINUTE MAID PREMIUM ORANGE JUICE



APRIL 15, 1946.

THE MODERN ORANGE JUICE INDUSTRY IS BORN. The first shipments of Minute Maid frozen concentrated orange juice are packed with ice and salt. Nearly every employee of the fledgling Florida Foods Corporation is helping load the product by hand onto railcars at a tiny processing plant in Plymouth, Florida.

Often taken for granted today, the process of concentrating orange juice was created through years of experimentation and as a direct result of wartime research. The National Research Corporation (NRC) of Boston had developed, among other things, "high-vacuum processes" for dehydrating penicillin, blood plasma and streptomycin—medical advances that were critical elements in U.S. efforts to win WWII.





THE MINUTE MAID COMPANY

The U.S. Army also was placing its hopes on the dehydration process as a way to provide nutritious food, particularly orange juice, to American troops.

EXPERIMENTS TO CONCENTRATE citrus juice had been underway for some time, but the process—boiling the water out of the juice—destroyed its flavor.

Scientists at NRC discovered that if they applied the same high-vacuum process they used to dehydrate penicillin, they could create a flavorful orange juice concentrate—in powder form.

With a 500,000-pound order offered by the Army to the first person who could deliver powdered orange juice, the NRC quickly organized Florida Foods Corporation, with John M. (Jack) Fox at its head. The Plymouth, Florida, plant was built, and Fox set out to win the government contract.

THE CONTRACT WAS AWARDED and rescinded, and awarded once again, due to Fox's persistence in pleading his case to the general in charge of food for the Army Quartermaster Corps. In the spring of 1945, a contract was signed for \$750,000 worth of orange powder.

Now all Jack Fox needed to begin the operation was cash. Finally, investors offered a total of \$2.7 million to get the operation up and running. However, the end of the war was in sight, and the Army would later cancel its order once and for all.



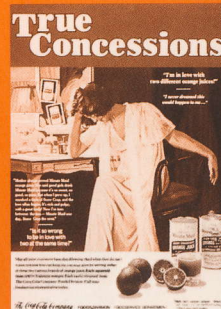
As did many companies after the war, Florida Foods Corporation shifted its focus to peacetime production. The company's young executives, realizing they needed a name for their product, contacted an advertising agency in the NRC's hometown, Boston. From the city famous for its Minutemen came the name—**MINUTE MAID**, signifying the product's convenience and ease of preparation

But Fox had yet another obstacle to overcome. Converting the orange juice powder into a commercial product proved to be much more difficult than the team had realized. As a result, the company began exploring the possibility of marketing an "intermediate step" in the production process—frozen orange juice concentrate.

After experimenting to properly reconstitute the juice, the researchers discovered that the frozen concentrate had a much richer, more fresh-squeezed flavor than the powder. Eventually, powder production was abandoned entirely.

In the early days, there were no funds for advertising and promotion. So Fox filled the trunk of his car with ice and cans of Minute Maid frozen concentrated orange juice and went door-to-door in his hometown of Hingham, Massachusetts, offering free samples. Demand for the product soared, emptying frozen juice cabinets in stores throughout the area.

Just a few short years later, Minute Maid orange juice was in high demand as Bing Crosby praised its **FRESH-SQUEEZED TASTE** in his radio broadcasts.



Which Glass has the Minute Maid Orange Juice in it?



OVER THE YEARS,

MINUTE MAID PREMIUM ORANGE JUICE BUILT

its reputation for great taste, quality and convenience through continued innovation and aggressive marketing.

Eventually, Florida Foods Corporation was renamed The Minute Maid Company to reflect the success of its valuable trademark. In 1960, The Minute Maid Company was purchased by The Coca-Cola Company and became Coca-Cola Foods.

Technological and packaging advances also have helped shape the Minute Maid brand. In 1961 for example, an "essence recovery" system was invented to better capture that "fresh-squeezed" flavor and improve the freezing method.

During the 70's, Minute Maid ready-to-drink orange juice was introduced, becoming the first chilled orange juice available nationally. A 96-ounce plastic bottle for Minute Maid ready-to-drink orange juice was introduced in 1987—the same year Minute Maid Calcium Rich orange juice was launched.



In 1996, the company discovered a way to capture the taste sensation of eating a fresh, ripe orange—a flavor that's available only at the peak of each season—and offer it to consumers year-round. That led to the introduction of the new taste of Minute Maid Premium 100 percent pure ready-to-drink orange juice.

That same year, the company took back the name of its flagship brand—becoming The Minute Maid Company once again.

Today, the Minute Maid brand extends beyond orange juice to a full line of juices and juice drinks. However, the early attributes of taste, quality and convenience emphasized by Jack Fox and his team still hold true.

THE MINUTE MAID COMPANY
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Get a taste of what it's like to be on the U.S. Olympic Team.

JANUARY, 1998

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