

## 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"





## 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.



## 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.

## Into the next millennium

Karo Syrups are the only corn syrup products that are available across the entire United States. They're used as toppings for French toast, pancakes and waffles, and in recipes for pies, candies, glazes, sauces, beverages, ice creams, adding a bit of sweetness and giving smooth texture to an incredible number of American loved dishes.



## 1930s

The Karo secret of smoothness was revealed in *Delightful Refrigerator Desserts*. Here's the secret: KARO, technically termed the "texture control", (invert sugar element) makes the crystals small, resulting in a smooth, even product; KARO, because of its composition, has the clever faculty of bringing out the flavor of the fruit or other flavoring. The use of KARO in your frozen desserts makes frequent stirring unnecessary – a boon to busy women!

## 1937

*49 Delightful Ways to Enjoy KARO – America's Favorite Table Syrup*, a new Karo cookbook is released in 1937. Karo is still being sold in "friction-top tins" when this book is published.



## 1949

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