Magic happened on March 6, 1912 when two decoratively embossed chocolate-flavored wafers met up with a rich crème filling. Oreo cookies were born! In 2012, Oreo celebrates its 100th birthday and invites the world to join in the party and raise a celebratory glass ... of milk, that is!

Enjoyed in more than 100 countries, today the Oreo brand is the world’s top selling cookie. In markets around the world, Oreo comes in surprising local flavors, like blueberry and green tea ice cream, and fun shapes and forms, like Oreo Minis and Triple Double Oreo. But no matter where in the world you find Oreo, one thing remains right at the heart of milk’s favorite cookie: the iconic “twist, lick, dunk” ritual that brings people together like no other biscuit can!

**Oreo Fun Facts:**

- **100th Birthday:** March 6, 2012
- **Birth year:** 1912 -- the same year the South Pole was discovered, and the Titanic sank.
- **First sale:** The first Oreo cookie was sold in Hoboken, NJ, where Oreo was originally packaged in bulk tins and sold by weight. Back then, grocers paid USD $0.30 cents/lb for Oreo.
- **Namesakes:** Oreo has a street named after it – Oreo Way – formerly known as West 15th Street between 9th & 10 Avenues in New York City where the first Oreo cookie was made at the original Nabisco bakery.
- **Design:** The first Oreo cookie was embossed with a thin wreath on the outer edge, with the Oreo name on the plain surface in the middle.
- **Sales:** Oreo is the world’s favorite cookie and the best-selling cookie brand of the 21st century, with $2 billion in global annual revenues. Kraft Foods is the proud custodian of Oreo, and Oreo is one of the company’s 12 “billion-dollar” brands.
- **Global Reach:** Oreo cookies can be found in more than 100 countries.
- **Biggest Markets:** Rank order based on 2010 data: U.S., China, Venezuela, Canada, Indonesia, Mexico, Spain, Central America and the Caribbean, UK and Argentina.
- **Fastest Growing Markets:** Rank order based on 2010 data: France (recently launched), Australia/New Zealand, Chile, China, Indonesia, Malaysia/Singapore, Taiwan, Morocco, Mexico and Hong Kong.
- **Twist, Lick, Dunk Ritual:** 50 percent of all Oreo eaters pull apart their cookies before eating, with women twisting them open more often than men.
- **Bakeries:** Kraft Foods is the world’s largest biscuit baker. And Oreo is made at 21 bakeries around the world.
- **Oreo fans:** Oreo has a Facebook community of more than 25 million Oreo lovers around the globe, representing 200+ countries and dozens of different languages. Oreo ranks among the top five brand Facebook pages in the world!

**Examples of Flavors and Forms Around the World**

**United States:**
- *Triple Double Oreo*
- *Oreo Fudge Cremes: Peanut Butter and Golden*
- *Double Stuf Oreo Heads or Tails*
China:

- *Oreo* green tea ice cream: *Oreo* cookie with green tea ice cream flavor crème with a cooling sensation that simulates ice cream.
- *Oreo* wafers: *Oreo* in a traditional wafer cookie form that's popular in China
- *Oreo* Double-Fruit in Orange & Mango and Raspberry & Blueberry crème.

Indonesia:

- *Oreo* Vanilla
- *Oreo* Chocolate
- *Oreo* Double Delight (Chocolate and Peanut)
- *Oreo* Strawberry
- *Oreo* Blueberry Ice Cream
- *Oreo* Orange Ice Cream
- *Oreo* Golden Vanilla

Argentina:

- OREO “x3” (pronounced “Por Tres”) cookie, introduced in 2010. Inspiration for the US TRIPLE DOUBLE OREO cookie, the OREO x3 features three layers of cookie, and two layers of creme.
- *Oreo* Duo. *Oreo* cookie, with a layer of crème featuring two complementary “half and half” flavors. Two varieties: Strawberry and vanilla; banana and dulce de leche.
- *Oreo* Alfajor: Three layers of *Oreo* cookie and crème covered in chocolate in the form of a traditional Argentine snack cake.

Mexico:

- *Oreo* Trio Chocolate: three different chocolates in the same *Oreo* ... one per each cookie and a third in the crème
- *Oreo* Cookies & Crème: *Oreo* with Cookies & Crème filling
- *Oreo* Double Stuf
- *Oreo* Dark Fudge
- *Oreo* White Fudge

Iconic Oreo Advertising Slogans through the Years

- 1950 – Oh!, Oh! *Oreo*!
- 1980 – For the Kid in All of Us
- 1982 – America’s Best Loved Cookie
- 1982 – The One and Only
- 1986 – Who’s The Kid with the Oreo Cookie?
- 1990 – *Oreo*, The Original Twister
- 2004 – Milk’s Favorite Cookie
History of Oreo … 100 years and counting!

1912 – Oreo is introduced, with the first Oreo rolling off the line at the Chelsea Market bakery in Manhattan.

1913 – Oreo cookie is registered as a Nabisco trademark.

1921 – The name “Oreo Biscuit” is changed to “Oreo Sandwich.”

1923 – First advertisement showing the “twist” appears on trolley cars. Oreo cookies now available in a self-service fiberboard package.

1928 – Oreo is exported to several Spanish-speaking countries in Central and Latin America.

1937 – The name “Oreo Sandwich” is changed to “Oreo Crème Sandwich.”

1949 – Oreo introduced in Canada.

1952 – Cookie design modified to include the Nabisco Biscuit Company’s colophon emblem.

1965 – Oreo cookies packaging changes to a one-pound cardboard carton that contains three waxed-paper wrapped “stack packs” (but are still available in the one-pound, 11-ounce and 6 ½-ounce cellophane bags, as well as single-serve packets).

Late 1960s – Oreo launched in Venezuela.

1974 – Oreo Double Stuf Chocolate Sandwich cookies introduced in the U.S.

1983 – Oreo cookies are supplied to approved ice cream manufacturers for use in products marketed under the trade name of Oreo brand “Cookies ‘N Cream Ice Cream.” Complete line of single-serve items designed to satisfy consumer snacking needs introduced in U.S.


1986 – Oreo Ice Cream introduced in Canada.

1987 – Oreo celebrates its 75th birthday. Oreo Big Stuf cookies introduced for a limited time in retail market. Fudge Covered Oreo Sandwich cookies introduced in U.S.

1988 – Oreo Baking Crumbs (for recipes) introduced in Canada.

1989 – “Father and Son” TV commercial marks the launch of the “Moments” campaign.

1990 – Oreo Summer Fun Pack introduced in Canada and sells over 900,000 packages in just 3 weeks. White Fudge Covered Oreo cookies introduced as holiday seasonal product in U.S.


1993 – *Oreo* cookies now sold in 30 countries worldwide. Mini *Oreo* cookies with red filling introduced for holiday season in U.S. *Oreo* Cookie Pie Crust introduced in U.S.

1994 – Reduced Fat *Oreo* cookies introduced in U.S. *Oreo* launches in Brazil and Iberia.


1999 – In a survey conducted to mark the turn of the century, 86% of Americans chose *Oreo* cookies when asked which items they would like to see continued in the next century. *Oreo* ranked second behind “newspapers”. (source: Yankelovich Partners, Inc.)

2000 – *Oreo* cookies are enjoyed by 9 out of 10 households in the US. Mini *Oreo* cookies in convenient on-the-go packs introduced.

2001 – Chocolate Crème *Oreo* cookies and Chocolate Crème Mini *Oreo* cookies introduced in U.S. *Oreo* Fudge Covered Mint Sandwich cookies introduced in U.S.


2003 – *Oreo* puts the chocolate on the inside and two golden wafers on the outside with the launch of “Uh-Oh!” . This product was originally intended to be an "in and out" product but it was so popular that the brand decided to keep it.

2004 – Golden *Oreo* launched. *Oreo* Brownies introduced in Canada as foodservice dessert. Football *Oreo* cookies introduced as “in and out” product in U.S. Reduced Fat *Oreo* cookies are reformulated to have zero grams of trans fat per serving.

2005 – First-ever "*Oreo* and Milk” jingle contest.

2006 – *Oreo* becomes China’s #1- selling biscuit.

2007 – *Oreo* launched in Greece, Denmark, Norway and Sweden. *Oreo* Cakesters launched in U.S. Snack ‘n Seal packaging introduced in the U.S.


2009 – *Oreo* Fun Stix and Golden Double Stuf launched. *Oreo* biscuits are the subject of the world’s largest blind taste test with 1,471 people gathering in Madrid, Spain.

2010 – *Oreo* launched in Ukraine.

2011 – *Oreo* introduced in Poland, Germany and India.