

CHAPTER 3

The Sun-Maid Story

A black and white photograph showing a group of people, including men in suits and women in uniform, standing around a table with a Sun-Maid box. One woman is seated at the table, and another is standing next to her. The setting appears to be an office or a formal meeting.

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# Sun-Maid Today

Since its beginning in 1912, Sun-Maid has been serving American families and the world. The company experienced interruptions in exports to Europe during World War I, and to the world during World War II. Today, global trade distributes Sun-Maid boxes and packages to over 50 countries.

### SUN-MAID HEADQUARTERS

Opened in 1964, the Kingsburg plant was recognized then as one of America's top new plants by *Factory Magazine*. The 640,000-square-foot, state-of-the-art facility sits on more than 100 acres, 20 miles south of Fresno. The facility is continuously improving to meet the demand of customers around the world.



### WORLDWIDE SUCCESS

Sun-Maid is one of the world's most recognized brands. Sun-Maid enjoys preferred ingredient supplier status with many domestic and international food-processing companies.



### PRODUCT LINE

Sun-Maid offers a full line of dried-fruit products that include raisins and dried fruits, chocolate and yogurt fruits, raisin breads, and baking mixes. Sun-Maid also offers its products in bulk as ingredients for food manufacturers.



### FOCUS ON FAMILY

Sun-Maid offers products that appeal to customers of all ages and has partnered with movie and animation studios for family-friendly consumer promotions.



### VISITORS WELCOME

Travelers are always welcome at the Sun-Maid plant. Just off Highway 99 in Kingsburg, California, visitors can view the world's largest raisin box and stock up on raisin and dried fruit souvenirs at the Sun-Maid Store.



### ADVERTISING

Throughout Sun-Maid's history, unique advertising has made it one of the world's most recognizable and trusted brands. Through television, print media, websites and social networks, promotional products, and recipe books, the Sun-Maid line of products reaches out to consumers worldwide.



# Cooperatives

Beginning in Europe as the industrial revolution rapidly transformed society and business, the 1844 establishment of the Rochdale Equitable Pioneers Society in England provided the basis for the growth of the modern cooperative movement.

Sun-Maid cooperative principles allow members to gain through cooperation, sharing in the cooperative's marketing efforts and benefiting from reduced processing and manufacturing costs through economies of scale. Education and technical support assists growers in their own operations, and the democratic process enables self-governance.

Many well-known brands function as cooperatives, including agricultural cooperatives Sunkist Growers, Blue Diamond Growers, Sunsweet Growers, Ocean Spray Cranberries, and Land O'Lakes. Other cooperative organizations include utility cooperatives, supply cooperatives, and credit unions, as well as others including international hotel chain Best Western and the consumers' cooperative Recreational Equipment Incorporated, or REI.

Applied to the raisin industry, advantages of the cooperative include reliability, product control from field to end user, growers having a financial interest in keeping customers satisfied, and the ability to put a face to family farming.

## A MEETING OF MINDS

In 1912, a group of California raisin growers created the California Associated Raisin Company, which became Sun-Maid Growers of California. The new organization was intended to combat low prices and fluctuating demand, and to provide better economies of scale in processing, selling, and creating stable markets.



## THE RAISIN KING

Several early attempts to organize growers failed, in part because of the rapid growth of the raisin industry. Developer Martin Theodore Kearney proposed pooling

resources to improve marketing and distribution. His ideas and leadership gained his election as president of the California Raisin Growers' Association, which was formed in 1895 and incorporated in 1899. After initial success, difficult years followed with the Association's demise in late 1905.



## ARMORY HALL

In November 1912, Fresno's Armory Hall served as the site for the organizational meetings of the California Associated Raisin Company, which later became Sun-Maid Growers of California. Armory Hall (foreground) and the Barton Opera House (located at far right) were built in 1889 by vineyardist Robert Barton.



## SUN-MAID CITY

By 1918, the booming raisin business needed a new home. Sun-Maid opened a state-of-the-art factory near downtown Fresno. Upon its opening, Sun-Maid City was dubbed the "finest factory building west of Detroit."



## MARKETING TO AMERICA

In 1915, the Cooperative hired a national sales team to market raisins directly to grocers. This effort, in conjunction with the introduction of the new Sun-Maid brand, print advertisements, and recipe booklets, significantly increased America's raisin consumption.

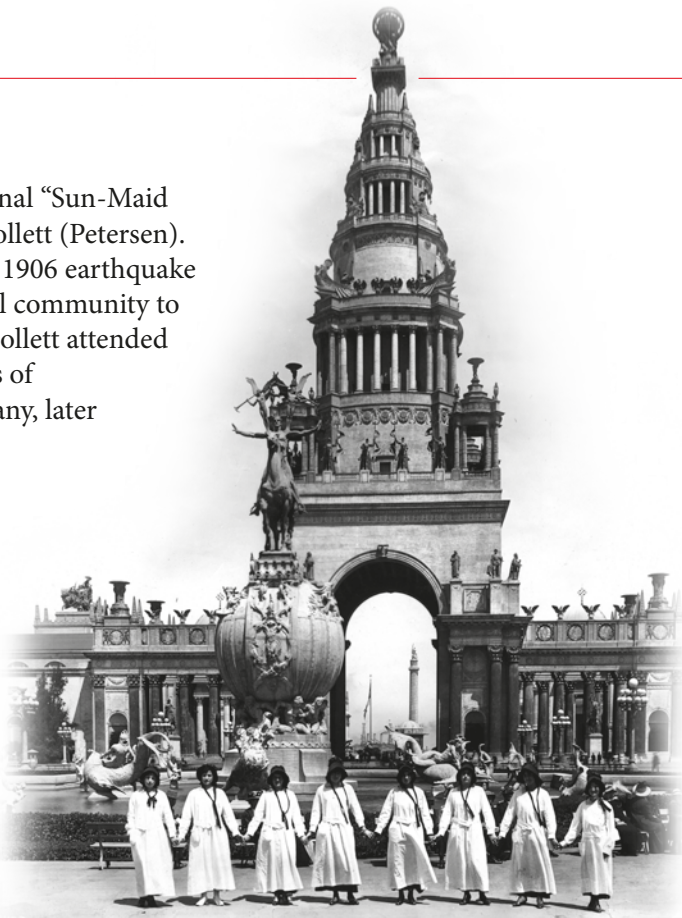


# The Sun-Maid Girl

Many people want to know if a real person was the original “Sun-Maid Girl.” The answer is “Yes,” and her name was Lorraine Collett (Petersen). In May 1915, San Francisco was still recovering from its 1906 earthquake and celebrated its rebirth by welcoming the international community to the Panama Pacific International Exposition. Lorraine Collett attended this event with a number of other girls as representatives of the recently formed California Associated Raisin Company, later Sun-Maid Growers of California.

## AT THE EXPOSITION

The Sun-Maid girls handed out raisin samples to visitors of the Panama Pacific International Exposition while wearing white blouses with blue piping and originally BLUE sunbonnets.



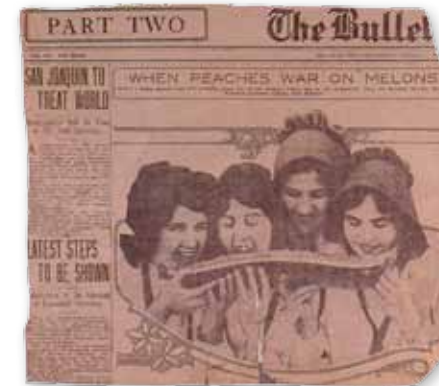
## LORRAINE COLLETT

As Lorraine would later tell, “It was only after we returned to Fresno that I was seen by Sun-Maid executive Leroy Payne wearing my mother’s red bonnet in my backyard that the bonnet color was changed from blue to red, because red reflected the color of the sun better.”



## THE FIRST PAINTING

While working at the Expo in San Francisco, Collett posed at the Post Street studio of artist Fanny Scafford in the morning, then spent the rest of the day working the Expo, where the Sun-Maid girls were by then all wearing RED bonnets. The artist experimented with a variety of positions and props, finally settling on the iconic pose with an overflowing tray of grapes and a glowing sunburst in the background.



## TOP STORY

This photograph of Lorraine (far right) appeared in the San Francisco *Bulletin* in 1915 and promoted Sun-Maid’s activities at the Exposition.



## A NATIONAL TREASURE

In celebration of Sun-Maid’s 75th anniversary, the treasured original sunbonnet, by then faded pink, was donated to the Smithsonian Institution in Washington, D.C. on January 26, 1988, in the presence of U.S. Secretary of Agriculture Dick Lyng.

## THE RED BONNET

In 1915, life was much simpler, more rural, and sunbonnets were still part of women’s fashion in California. Lorraine kept her original red bonnet carefully folded in a dresser drawer from 1915 until she graciously presented it to Sun-Maid in a small ceremony in 1974.



## THE ORIGINAL SUN-MAID

After the Exposition, Miss Collett did further modeling and appeared in the 1916 Cecil B. DeMille film *Trail of the Lonesome Pine*. Lorraine Collett Petersen, as she was known after marrying, later became a nurse and until her death at the age of 90, continued to make special appearances as the original Sun-Maid Girl.





# The Panama Pacific International Exposition

In 1915, San Francisco hosted the Panama Pacific International Exposition, which celebrated the completion of the Panama Canal and the host city's recovery efforts following a devastating earthquake and fire in 1906. From February to December of 1915, visitors were treated to grand buildings and displays among statues, murals, fountains, lakes, and gardens, including a working model of the Panama Canal and a replica of the Greek Parthenon. Attractions showcased the greatest arts, transportation, machinery, and agriculture of the time—and Sun-Maid had its own exhibit. The exposition lasted nine months and Sun-Maid's wide exposure there helped launch the brand to worldwide recognition.

## THE CALIFORNIA BUILDING

Sun-Maid, then known as the California Associated Raisin Company, had its display in the California building within the Exposition's horticultural palace. Other Exposition attractions included exhibits, performances, and parades from countries around the world, as well as American states, counties, and businesses.



## A CITY SHOWCASED

It took three years to construct the 630-acre fairgrounds, which were built on more than 70 cleared city blocks and filled-in mud flats at the northern part of San Francisco, now known as the Marina. The buildings, which were made only to last for the year of the Exposition, were constructed of wood and covered with plaster and burlap fiber that could be molded and sculpted.



## RAISIN SEEDER

Sun-Maid's raisin seeder in the horticultural palace was such a popular attraction that a second raisin seeder was added in the food products palace. As part of the live demonstration, Muscat raisins with seeds were placed into the machine, and instantly, seeded raisins came out to be enjoyed by Exposition visitors.



## IN THE NEWS

The *Fresno Morning Republican* reported on Exposition events and encouraged local residents to attend special celebrations including Fresno County Day in March, 1915. In turn, the Exposition's Fresno County visitors participated in parades and giveaways of raisins and raisin bread to encourage Exposition visitors to attend Raisin Day festivities held in April, 1915 in Fresno.



## THE PALACE OF FINE ARTS

The Palace of Fine Arts is the only remaining building from the 1915 Exposition. With assistance from Sun-Maid, the 2010 Campaign for the Palace of Fine Arts worked to retrofit the building and preserve it for future generations. Today, Sun-Maid's participation in the 1915 Exposition is featured in one of six new interpretative panels surrounding the Palace.



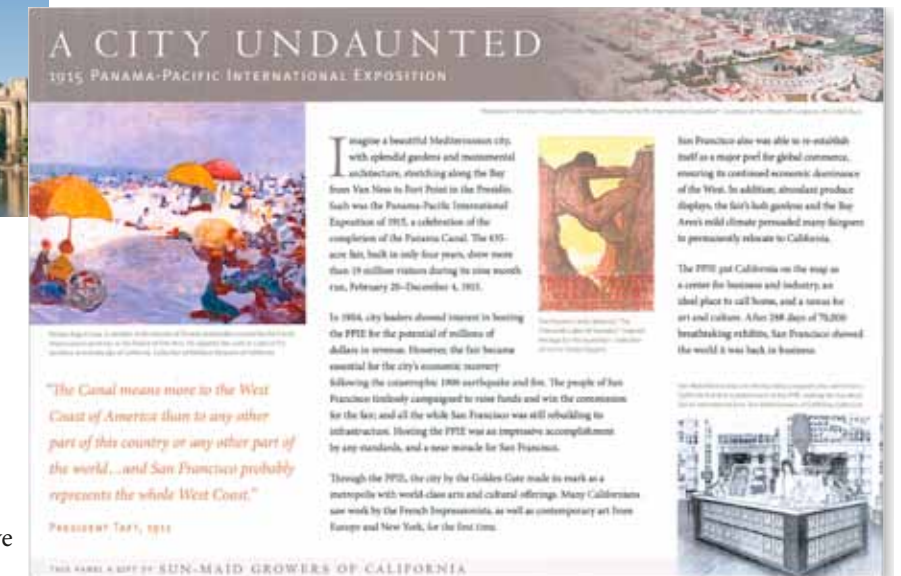
## THE FIRST SUN-MAID GIRLS

At the start of the Exposition, Lorraine Collett had yet to pose for the now-famous watercolor that would become Sun-Maid's logo. Throughout the Exposition, Collett (pictured second from right) served with other young women as raisin ambassadors, passing out samples of raisins to visitors.



## SUN-MAID SAMPLES

The Exposition attracted visitors from around the world, many who were only just sampling raisins for the first time. In addition to enjoying raisins, visitors could view what was called a "stereomotograph," a device displaying 3' x 3' three-dimensional scenes of raisin growing and production in the San Joaquin Valley.





# Building the Brand

Since 1912, advertising had been the key to Sun-Maid’s success. Almost immediately, ads featured in newspapers and magazines quickly turned Sun-Maid into a nationally recognized brand.



THE FRESNO MORNING REPUBLICAN

**60 CARS OF RAISINS TO LEAVE HERE ON SUNDAY**

Biggest Single Fruit Shipment Ever Made From State

1250 Tons in Train Are Valued At \$150,000; Fast Schedule

The California Associated Raisin Company will send from Fresno next Sunday, the largest trainload of fruit ever shipped from California at one time. This train will consist of 60 cars of raisins, or approximately 1250 tons. The total value of the raisins will be about \$150,000. The train will leave Fresno about 7 o'clock Sunday morning and will run almost unbroken to Omaha. From here to Chicago

**THE RAISIN TRAIN**

The first major advertising campaign was created when a train loaded with 1,250 tons of raisins headed to Chicago, festooned with signs reading “Raisins Grown by 6,000 California Growers.” For 2,000 miles, the Raisin Train piqued the country’s interest in both raisins and California.



## BEAR BRAND

Before it was Sun-Maid, raisins sold by the California Associated Raisin Company were packaged under the Bear brand trademark, referencing the state’s Bear Flag. In 1914, advertising manager E. A. Berg originated the Sun-Maid brand name. Inspired by the natural sun-dried raisin process, he adapted the slogan “made in the sun” to Sun-Maid.



## ANITA KING

An actress, stunt-car driver, and the first woman to drive alone across America, Anita King was a well-known celebrity in 1915 when she visited Fresno to participate in a Sun-Maid advertising campaign. Dressed in a Sun-Maid red bonnet, Miss King sat for photos, ate raisin pie, and rode through town in a fire engine.

## RAISIN DAY

Fresno held its first Raisin Day Parade on April 30, 1909. The event was a huge success and drew 100,000 people. Visitors enjoyed contests, races, performances, and the parade, which boasted float entries from community groups, businesses, townships, and counties as far away as Los Angeles, and became an annual event.



## THE SUN-MAID BRAND

By the early 1920s, the California Associated Raisin Company’s membership comprised 85 percent of the state’s raisin growers. The organization changed its name to Sun-Maid Growers of California in 1922 to identify more closely with its nationally recognized brand.

## RAISIN RECIPES

Sun-Maid created interest in raisins with print ads in national publications. The repeated message touted the sweet, simple purity of the raisin and its health benefits. Recipes for raisin bread and raisin pies promoted home baking, and prompted people to ask for these products at their local bakeries, which in turn increased sales from wholesale buyers.



**1915**

The Association began using the “Sun-Maid” brand name and the painting of Lorraine Collett (and when later married, Lorraine Collett Petersen).



**1923**

The original image of the Sun-Maid Girl was modified for the first time, giving her a bigger smile, brighter colors, and a stylized sun. This more contemporary look kept her in style with the rapidly changing 1920s.



**1956**

In the mid-1950s, the trademark was updated for the second time. The sun was moved off-center, intensifying the effect of the sunshine with the bonnet casting a shadow across the Sun-Maid Girl’s face.



**1970**

Brighter colors and a geometric sun modernized the logo’s third update, with the brand’s name now printed in yellow, giving a warmer, sunnier feel. This Sun-Maid Girl continued into the 21st century.



# Sun-Maid Advertising

Sun-Maid continued to expand its advertising strategies into the 1930s and beyond, keeping in step with fashions, popular culture, and technology. But regardless of the medium, Sun-Maid’s message of flavor and nutrition remained constant.

### THE LADIES’ HOME JOURNAL

Published since 1883, the *Ladies’ Home Journal* chronicled American life from the woman’s perspective, covering family, marriage, work, home, and beauty issues. Sun-Maid targeted this audience by promoting healthy, sweet raisins for home cooking.



### SATURDAY EVENING POST

The most widely circulated publication of its time, the *Saturday Evening Post* appealed to America with its high-quality art, short stories, essays, serialized novels, jokes, cartoons, and poetry. This ad from 1940 depicts raisins used at home, and their appeal to soldiers overseas, who welcomed the non-perishable taste of home.



### DOUBLE-DECKER

With bus transportation being a common mode of transportation, Sun-Maid capitalized by advertising in London, England, circa 1932. More raisins were consumed per capita in England than anywhere else, and the British helped to popularize them around the world.

### KID APPEAL

The natural appeal of raisins to children has been used consistently in Sun-Maid advertising. This ad promotes raisins as a healthful snack, a precursor to the 1980s “Nature’s Candy” marketing campaign.

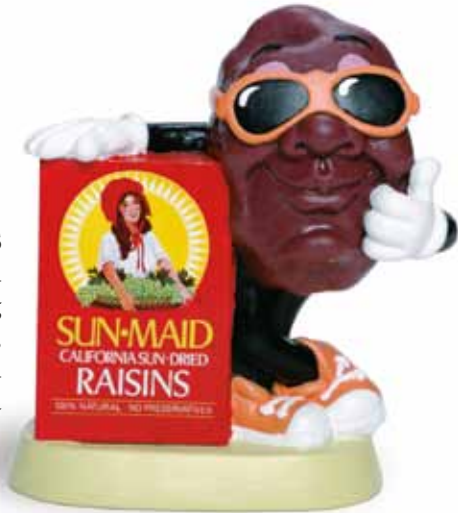


### THE CARTON CAN

The freshness of Sun-Maid raisins became the focus of new packaging in 1980. The carton can’s airtight lid kept raisins plump and moist, and the larger opening made it more consumer friendly. The package was an instant hit.

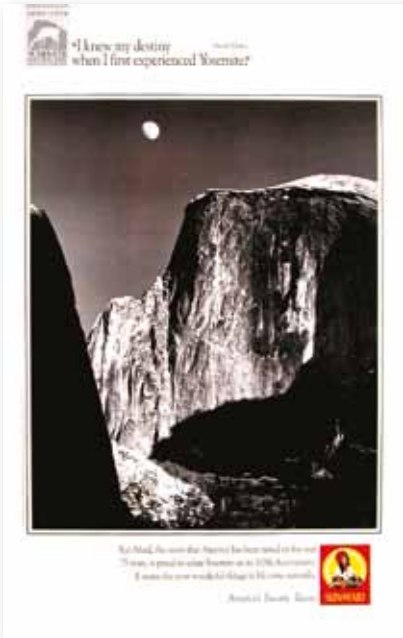
### DANCING RAISINS

The California Raisin Advisory Board introduced the California Dancing Raisins in 1986. Images on lunchboxes, notebooks, clothing, posters, toys, and video games earned the California Raisin Advisory Board considerable licensing royalties.



### SWEET BY NATURE

A series of television and print ads ran in the 1990s with children as Sun-Maid spokespersons. The ads became one of Sun-Maid’s best-loved campaigns.



### CELEBRATING YOSEMITE

Sun-Maid celebrated Yosemite National Park’s centennial anniversary in 1990 with advertising that showcased Ansel Adams’ 1960 photograph *Moon and Half Dome*. Sun-Maid was the first food company to receive permission to use an image from the Ansel Adams Publishing Rights Trust in connection with advertising and promotions.



### STAR POWER

In 2006, the Sun-Maid Girl was animated for the first time. Her 21st-century image appeared in print, on television, and on the company’s website to launch the new slogan, “Just Grapes & Sunshine.”



Photograph by Ansel Adams: © 2011 The Ansel Adams Publishing Rights Trust.



# Norman Rockwell & Sun-Maid

During the 1920s, renowned artist Norman Rockwell created a series of advertisements which illustrated Sun-Maid's integral place in the traditional American household. These illustrations appeared in the leading magazines of the time, including *Saturday Evening Post*, *Good Housekeeping*, and *Ladies' Home Journal*. As the greatest commercial illustrator of his time, Rockwell's illustration technique was the inspiration behind bringing the Sun-Maid girl to life in 2006.



## NORMAN ROCKWELL

Rockwell was born in New York city in 1894 and studied art from the age of 14. He became the art director of the Boy Scouts of America publication *Boys' Life* while still in his teens. During his career as a freelance illustrator, Rockwell painted 322 covers for the *Saturday Evening Post* in addition to producing work for *Life*, *Literary Digest*, *Country Gentleman*, and *Look*. Rockwell lived in the New England town of Arlington, Vermont, for years until a fire in 1943 destroyed his studio, along with many paintings. He later moved to Stockbridge, Massachusetts, where he lived until his death at the age of 84. A trust put his art and archives into what would become the Norman Rockwell Museum and his last studio, a red barn-like structure, was moved to the museum grounds in 1986. A celebration to mark the 100th anniversary of Rockwell's birth was held from 1994–1995 at the Norman Rockwell Museum in Stockbridge, Massachusetts. During the celebration, two original oil paintings commissioned by Sun-Maid (*Market Day Special* and *Fruit of the Vine*) were loaned to the museum, where they remain today.

## CELEBRATING SUN-MAID'S 75TH

A collectible plate was produced to commemorate Sun-Maid's 75th anniversary in 1987 featuring the painting *Market Day Special*.



## MARKET DAY SPECIAL

The 1927 painting *Market Day Special* measures 35 x 33 inches (89 x 84cm) and features Sun-Maid's economical 4-pound raisin package.



## FRUIT OF THE VINE

Painted in 1926, *Fruit of the Vine* measures 31 x 27 inches (78.5 x 68.5cm) and features Sun-Maid's blue muscat raisin box. In a 1967 letter sent from Norman Rockwell to Sun-Maid, Rockwell explained that the elderly woman in the painting was the mother of his first wife. Rockwell often used family members and people from his community as subjects in his work.



## LITTLE REBELS CAN'T HOLD OUT

Painted in 1928, *Little Rebels Can't Hold Out* was used in a print ad appearing in *The Farmer's Wife*. As in all of his commercial illustrations, Rockwell downplayed the product's prominence and focused on the interaction between generations.



## IN A WONDERFUL BARGAIN BAG

Painted in 1927, *In a Wonderful Bargain Bag* measures 30 x 28 inches (76 x 71cm) and features Sun-Maid's blue "Market Day Special" bag.



## THE MORE RAISINS THE BETTER THE PUDDING

*The More Raisins the Better the Pudding* was painted in the 1920s and used in a *Saturday Evening Post* advertisement. The painting, measuring 33 x 47 inches (84 x 119cm) was used to feature Sun-Maid raisins in puddings in 40,000 grocery stores.

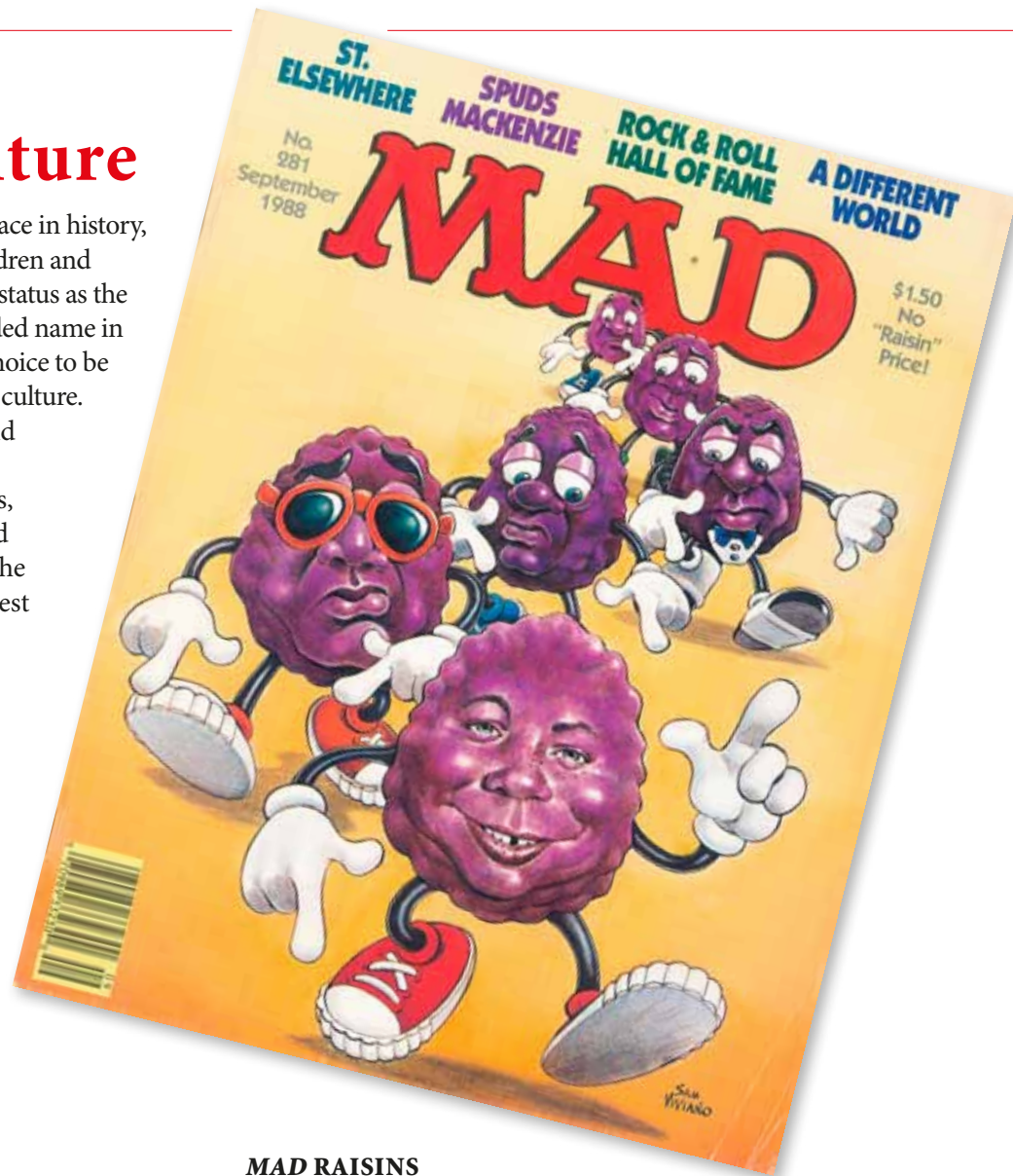


# Raisins in Popular Culture

Sun-Maid raisins not only hold a place in history, but also a place in the hearts of children and adults across the globe. Sun-Maid's status as the most well-known and highly regarded name in raisins makes the brand a natural choice to be featured in numerous forms of pop culture.

Throughout the years, Sun-Maid products have appeared on early-morning and late-night talk shows, and even featured in a MasterCard "Priceless" commercial as one of the necessary items for building the best snowman on the block.

Consumers around the world recognize the iconic red raisin box, featuring the bright California sun and the Sun-Maid Girl and red bonnet. Sun-Maid raisins in the red and yellow box are seen everywhere, from children's books and television programs to magazines and video games, all the while evoking the healthful, wholesome qualities embraced by the Sun-Maid brand.

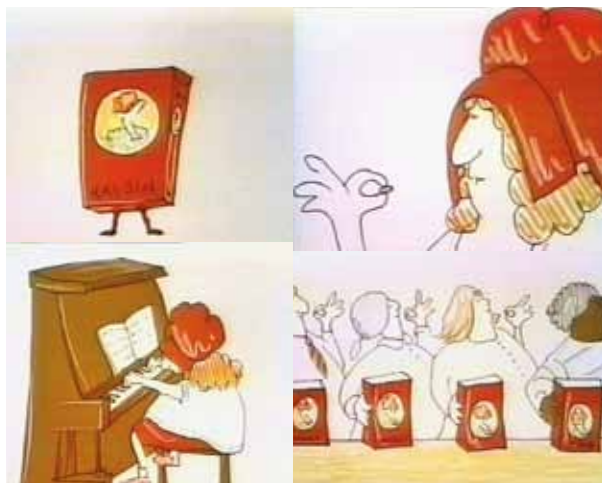


## MAD RAISINS

By the fall of 1988, the California Dancing Raisins were at the height of their popularity and appeared on the cover of humor magazine *Mad* alongside the magazine's mascot, Alfred E. Neuman.

## SESAME STREET

In 1987, the award-winning children's show *Sesame Street* aired an animated segment evoking the Sun-Maid brand by featuring a woman in a red bonnet. Titled "Snacks on Parade," the cartoon explained Sun-Maid's process of sun-drying raisins, packaging them in red and yellow boxes, and sending them out for the rest of the world to enjoy.



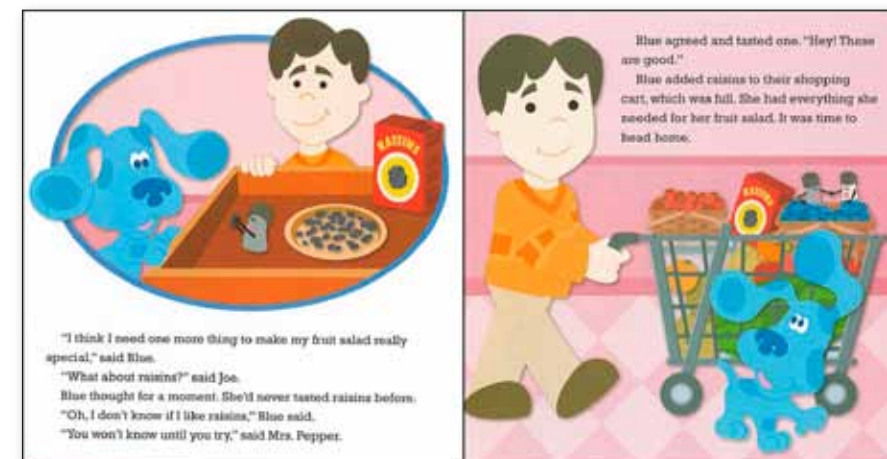
## MONOPOLY

Sun-Maid's library of artwork, advertising, and historical documents provided plenty of colorful material for the Sun-Maid Monopoly game, created in 2006.



## THE SIMPSONS

The 400th episode of *The Simpsons* aired in 2007 and featured Marge baking her famous raisin sponge cake for the Springfield Elementary school bake sale. Finding her carton of "Sun-Made" raisins empty, she went to the grocery store where she fought with Helen Lovejoy over the last box of "Sun-Made" raisins on the shelf.



## BLUE'S CLUES

The 2007 children's book *Healthy Snacks with Blue!* featured Nickelodeon's favorite dog, Blue, and her friend Joe preparing a healthy snack to share with Blue's class. Blue and Joe use Sun-Maid raisins as one of the ingredients in the fruit salad they make to celebrate "Healthy Snacks Day."



## AMERICA'S BEST

In 2007, *Reader's Digest* named the Sun-Maid Girl the Best Lasting Logo for its annual "America's Best" issue.



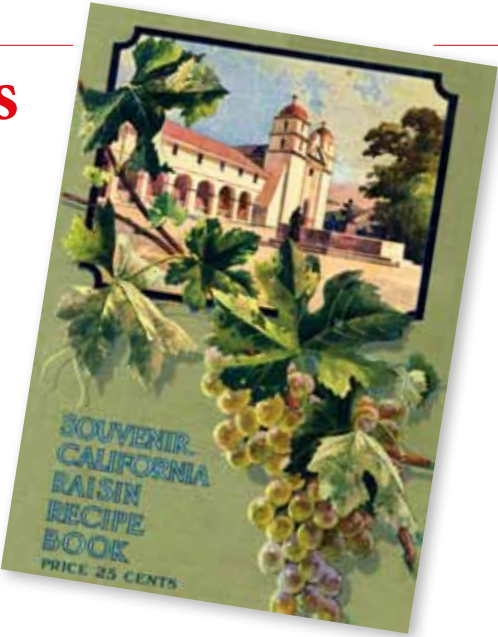


# 100 Years of Recipe Books

Sun-Maid recipe books offer healthy, imaginative ways to use raisins and dried fruits in everyday meals and for special occasions. Over the course of the past century, Sun-Maid recipes have reflected the changing times, and tastes. During the Great Depression and the following war years, the recipes addressed sugar rationing, and offered a high energy, portable, and well-preserved food for troops fighting overseas. Today, Sun-Maid recipe books include raisin and dried fruit recipes from a variety of ethnic cuisines.

1915

The *Souvenir California Raisin Recipe Book* was distributed at San Francisco's Panama Pacific International Exposition. Its recipes included raisin breads, cakes, cookies, puddings, and pies.



1924

Recipes of this era were primarily baked goods and sweet desserts, with a few sweet relishes, sauces, and spreads, as seen in *Famous Cooks' Recipes for Raisin Cookery*.



1942

Nationwide food rationing created a challenge for cooks during World War II and Sun-Maid's *Wartime Recipes That Taste Good* offered tips for using the natural sugars in raisins.



2006

American tastes have changed over the years, and since the 1960s, ease of preparation for busy, modern families has been key, as seen in the recipe book, *Fruit & Sunshine*.



## 10 DECADES OF RECIPE ART

Sun-Maid's first cookbooks included color illustrations and over the years, eventually incorporated color photography. While some books offered a wide range of raisin and dried fruit recipes, others focused on specialty topics, including cookies, breads, and holiday favorites.

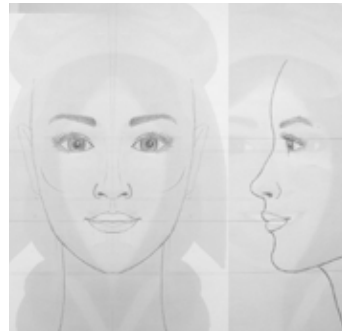


**PARENTS AND CHILDREN**  
Since raisins are a family food, Sun-Maid has published recipe books with child-friendly foods and recipes.



# Bringing the Sun-Maid Girl to Life

The Girl™ is a dominant part of Sun-Maid's link with consumers. In celebration of her 90th birthday, she was brought to life in March 2006. This was the work of Synthespian Studios, a Massachusetts-based animation company. Launched with a full-page ad in *USA Today* and on the Sun-Maid website, the Sun-Maid Girl was aired on television with the marketing campaign "Just Grapes & Sunshine." to highlight the natural goodness of raisins. The animated Sun-Maid Girl received national attention, including articles in the *New York Times*, *Chicago Tribune*, *Philadelphia Inquirer*, *San Francisco Chronicle*, and *Fresno Bee*. While the animated Sun-Maid Girl helped bring raisins into the modern age, she was not designed to replace the Sun-Maid logo—the logo, which has remained the same since 1970, appears on packaging for Sun-Maid products, while the animated Sun-Maid girl appears in television commercials, print advertising, and on the Sun-Maid website.



## TRUE TO IMAGE

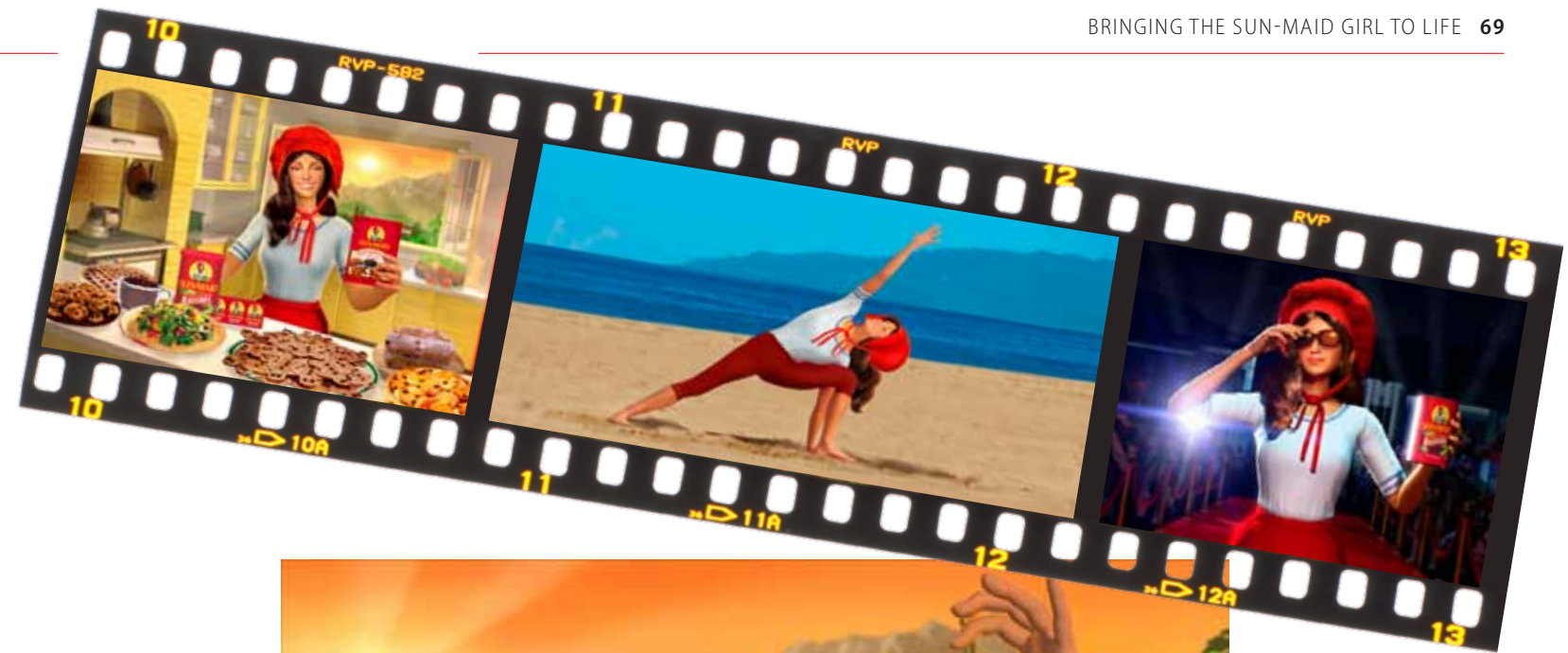
Animation designers worked carefully to stay true to the Sun-Maid Girl's look on packages, which did not change.



## FROM SKETCHES TO SCREEN

Animators created front and profile studies before beginning the process of computer animation. The

iconic red bonnet also went through an animation process of its own, as did the Sun-Maid Girl's surroundings, including a vineyard of raisin grapes.



## THINKING OUTSIDE THE BOX

Until she was animated, the Sun-Maid Girl lived within the confines of the two-dimensional logo seen on packaging. Not only did the animation process allow her to move through a raisin vineyard, but she could now visit a variety of settings and speak in multiple languages to reach wider audiences. Ads featured her baking in the kitchen, doing yoga on the beach, and at a movie premiere.



## THE VINEYARD

Animators studied raisin grapes and vineyards to bring them into the digital world. Photographs of grapes and grapevines were taken so that animators could then produce an entire vineyard.



# Sun-Maid Memories

Consumers were asked through Sun-Maid's website and marketing materials to share their favorite Sun-Maid memories. Many consumers responded to the request and their memories are posted on Sun-Maid's website at [www.sunmaid.com](http://www.sunmaid.com).

## TRYING TO MAKE RAISINS

Mother always had Sun-Maid raisins in the house as long as I can remember. She used them in cookies, breads, cereals, and puddings, and put little boxes of them in our lunch sacks. They have their own smell and look and feel, and they bring back warm feelings of yesteryear. I asked her once what raisins were and she told me they were grapes that had been dried in the sun. I remember going outside and finding a long wooden board and laying it in the sun, and then found a bunch of grapes that I laid one at a time, side by side, on the board. I sat back and waited for them to turn into raisins. They were there the next day too, but they didn't look like the ones in the box.

Thank you, Sun-Maid, for always being so consistent—something timeless and wonderful in an ever changing fast-paced world.

*Jacqueline C.*

## SHARING SUN-MAID ▼

Sun-Maid raisins are even more fun to eat when you share them with someone you love!

*Kyle & Caitlyn K.*

## SUN-MAID EXCITEMENT ►

My son loves Sun-Maid raisins. He was playing with the box after he had eaten them when I managed to capture his excitement.

*Lisa C.*

## JUST ME AND MY DAD

When I was in grades K-2, we lived in New York City. My dad was a pastor and his schedule was flexible, so he would make our lunches and walk us to school. We didn't have much money then, so whenever I opened my lunch and found a box of raisins, it was always a thrill!

Today, at 35 years old, I got into work to find a package of those amazing little raisins on my chair! My dad stopped here before I got in and left them for me. What a special man and what special memories those little red boxes have for me!

*Vickie E.*

## GRANDMA'S DARK CAKE

When my grandmother came to the United States in the early 1920s, she and Grandpa moved to California. My grandmother continued to make her English recipes from memory for her family. Our favorite was her dark cake, a spicy cake, full of raisins with no eggs and very little shortening. She often told us how this was the only cake she could make in World War I, as she could get the ingredients.

At least daily when grandchildren

were staying with her, she opened her pantry to get her big tub of flour and one of the many boxes of Sun-Maid raisins she kept on hand.

Fortunately we persuaded her to write down the recipe and her grandchildren still make it. When I buy Sun-Maid raisins to do so, I can remember how happy and loved I felt in my grandma's kitchen—stirring and licking spoons.

*Cynthia R.*

## RAISIN TREATS AT GRANDMA'S

Wow, I get the warm fuzzies when I look at those little red boxes of raisins! Such great memories! I remember as a little girl going to my Grandma's house. Often my two sisters and I would spend the night or evening there when my parents were out together. We could always count on receiving a little box of our own raisins! They were so yummy

and I never worried about getting them stuck in my teeth or causing cavities! We begged Mom to start buying those raisins that Grandma bought, and so when we started to school, yes, they ended up in our lunches quite often. I loved that part of lunch! To this day, I still buy those raisins and often end up eating the whole box by myself! I'm glad that I need iron!

*Denise I.*

## RAISINS AHOY! ▼

When I was younger, raisins were simply the epitome of every snack and best enjoyed while watching cartoons. Not much has changed! I've just outgrown the sailor suit.

*Molly W.*



## THE BOX WHISTLE ▼

My favorite thing about having a box of Sun-Maid raisins in my lunch-box was eating up all the raisins as fast as I could, so that I could use the box as a whistle. While this annoyed my teachers, all the kids I knew also used to do this, so we'd have this impromptu chorus of whistling raisin boxes every day at lunch. Even today, whenever I pack a small box of Sun-Maid raisins for my lunch at work, I sometimes find myself doing the box-whistle thing to remind myself of simpler times in my life...I guess there's some things that never change.

*Tony W.*



## MOM'S SOFT RAISIN COOKIES —A FAMILY LEGACY

It was 1956, the school bus was cold and drafty on the way home and my stomach was churning, as I was ready for my after-school snack. I was looking forward to Mom's soft raisin cookies and hot chocolate milk. They were Dad's favorite cookies too, so Mom made them often. Once I was grown-up and married, Mom's cookie recipe became my husband's favorite and 6 years later we had a son and it wasn't long before her cookies were one of his favorites, too. Years later, my three grandsons enjoyed the raisin cookies and we would make them together. Now, our great-granddaughter is learning to cook and I am passing Mom's soft raisin cookie recipe on to her. Five generations have enjoyed Mom's recipe. Where did she get it? I don't know, but I wouldn't be surprised if it was from Sun-Maid.

*Mary Jane L.*

## HOPE FOR A SAFE FUTURE

My memory isn't really a memory, but rather a hope for a safe future. Your Sun-Maid Mini-Snacks are the perfect gift for shipping overseas. My husband has a nephew stationed in Afghanistan—sometimes out in the mountains at 7,000 feet where, of course, it's very cold. We send him "care boxes" with snack items that he can take with him while he is on a mission out of camp, for several days at a time. These packages must withstand the extreme heat and extreme cold, and raisins are the perfect answer.

Thanks for assisting in creating "care boxes" that will create a pleasant memory amid the unpleasant ones that he experiences.

*Gloria*

## THAT WASN'T CANDY?

When visiting my grandmother she would always let us go to the pantry and find ourselves a snack. Opening the doors I would instantly grab up

one of those little red boxes thinking my grandma was great for giving me candy. She would just smile. To this day I still buy those little boxes and it still feels like that special treat my grandma would keep just for me.

*Donna M.*

## ALWAYS IN THE PANTRY

Gradually, the number of my siblings around the kitchen table grew to nine. Need I have to say, Mom thought carefully about what was healthy for us to eat. It was in the Depression years. Your raisins were in our cereal, pies, rice pudding, cakes, and cookies. We loved everything even though my brothers would say, "Raisins again? Mom, if a box of raisins was not in this house, you would not know how to cook!"

I am now 84, old habits are hard to break, and at home there are raisins, raisins, everywhere. If it isn't Sun-Maid, it isn't there.

*Mary G.*

## MY GRANDDAUGHTER ▼

Sun-Maid raisins are my granddaughter Madison's favorite snack. She and Pappy sit for hours on the porch talking and nibbling every weekend.

*Debra L.*





## SWEET DREAMS ▶

A picture is worth a thousand words.

Brooke K.

## GRANDMA'S FAVORITE SNACKS

My maternal grandma's favorite snack was classic Sun-Maid raisins. Whenever my uncle from California visited us, he would have boxes and boxes of Sun-Maid raisins for my grandma. I also continue with that tradition of bringing Sun-Maid raisins to my grandma whenever I return home from studying at college in California.

During my grandma's funeral service, I bought along boxes of Sun-Maid raisins for her as part of the offerings. In our culture, we burn offerings as a gesture of sending those important and favorite items of our loved ones. That way she would be able to use those items on her journey in the other world.

Sun-Maid raisins remind me of my grandma all the time because that was the only brand of raisins she would eat as snacks with us growing up.

M. Chui

## DADDY'S FAVORITE PIE

When I was growing up my family never ate many sweets or desserts. We would just eat those little boxes of raisins because they were good. If I had realized how nutritious they were, my brother and I might not have eaten them. All of the kids in the neighborhood loved those little boxes of raisins. My Mama would always make the usual pecan pie, pumpkin pie, and other desserts on holidays. I do remember her making Daddy a raisin pie a lot. He absolutely loved raisin pie.

I never eat or cook with raisins without remembering how much my Daddy loved those raisin pies, but I



## IT STARTED WITH GRANDMA

The thought of Grandma's mincemeat full of Sun-Maid raisins, currants, and muscats is a happy memory. I remember helping her to mix it in her

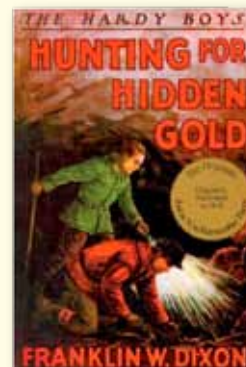
big granite washtub, and the aroma of each box of Sun-Maid raisins, the currants and the muscats so moist and chewy, all going in one by one to make the base of her old-fashioned treat. Grinding the fresh-from-the-orchard apples and the citron, along with the beef was a true labor of love. But the smells all came together with the spices, the molasses stirred in, and it was at last mincemeat. We canned it into hot jars for 4 weeks or so and then waited until it could be used in the star pie for Thanksgiving. Grandma wanted to share for generations her amazing treat, and we still look forward to making it and sharing it with family and friends. Thanks to Sun-Maid, they are the best!

Paula N.

## RAISIN THE PAST ▼

I remember eating Sun-Maid raisins in my parents' backyard while reading Hardy Boys books under a *Pennantia baylisiana* tree (the rarest tree in the world). Sun-Maid raisins bring me back to a time when a pack of gum cost a nickel and life was simple.

Sam S.



Hunting for Hidden Gold by Franklin W. Dixon. Used by permission of Penguin Group (USA) Inc. All rights reserved.



## CALIFORNIA SUNSHINE IN BROOKLYN, NEW YORK ▲

Thank you for

bringing a moment of joy to the steps of Brooklyn. Now our son is showing his little sister how to follow in his footsteps.

Jamison & Eleanor K.

## HOOKY COOKIES

About once a year my mom would let me be too "sick" to go to school. It was an unspoken agreement that we would have a day together. An inside day. No friends, no dad, no brother, just me and my mommy.

We always ended up in the kitchen making oatmeal cookies. My job was to measure and add the ingredients... and to spoon the cookies onto the sheet. She did the mixing, chopped the walnuts, and baked the cookies.

The last thing to go in the mixing bowl was the Sun-Maid raisins. They went in last so they didn't get mashed from too much mixing. I can still remember the wonderful smells from those cookies baking. The brown sugar, the vanilla, and, of course, the raisins! Mom is gone now, but those memories will be with me forever.

Tom B.

## A LESSON IN RAISINS ▶

I remember doing a report on raisins for fourth grade. I researched raisins from our school library and used all the different ways in 1970 to access information about raisins. There were no accessible computers at that time. To finish off my report, I had my parents purchase the little boxes of raisins, enough to feed the entire class. I distributed the little boxes while reading my report. It was one of the best reports the class had experienced that year. I believe it was thanks to the Sun-Maid raisins that I provided.

After the report, I remember having Sun-Maid raisins in the little box for snack time. As a family, we didn't receive cookies or chips as snacks. And the most convenient and fun snack choice was Sun-Maid raisins. My parents had decided, from my report, that raisins were the best choice for our family to enjoy at snack time.

Donna S.



## A SNACK AND A SMOOCH ▼

I remember always carrying around the little red boxes of raisins when I was small. They were the perfect size. Now, I toss them in all my bags to have ready for my sons. On the day of this photo, my son, Cole, shared his raisins, and a sunny smooch, with his friend, Caroline.

Kate C.

