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Oscar Mayer

From Wikipedia, the free encyclopedia

For the founder of the company, see [Oscar F. Mayer](#).

The Oscar Mayer Company is an [American meat](#) and [cold cut](#) production company, owned by [Kraft Heinz](#). It is known for its [hot dogs](#), [bologna](#), [bacon](#), [ham](#) and [Lunchables](#) products.

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History [[edit](#)]


Early years [[edit](#)]

[German](#) immigrant, [Oscar F. Mayer](#) (1859–1955), born in [Kösingen, Germany](#), began working at a meat market in [Detroit, Michigan](#), and later in [Chicago, Illinois](#). In 1883, Oscar and his brother Gottfried, leased the Kolling Meat Market on the near-northside of Chicago. The Mayer brothers sold [bratwurst](#), [liverwurst](#), and [weißwurst](#) which was popular in the predominantly German neighborhoods around their Chicago meat market.^{[1][2][3]}

As the meat market's popularity grew, it expanded its storefront and participated in sponsoring local events including the 1893 [Chicago World's Fair](#).^[4] By 1900, the company had 43 employees and Chicago-wide delivery service. In 1904, Oscar Mayer began branding its meats to capitalize on their popularity, beginning an industry-wide trend. Early company specialties were "Old World" sausages and Westphalian hams, soon followed by bacon and wieners. In 1906, Oscar Mayer & Co. was among the first to volunteer to join the newly created federal [meat inspection](#) program. In 1919, the company made its first major expansion, with the

The Oscar Mayer Company



Type	Subsidiary of Kraft Heinz
Founded	1883; 134 years ago
Founder	Oscar F. Mayer
Headquarters	Chicago, Illinois, U.S.
Website	www.oscarmayer.com 

Visited on 09/19/2017

purchase of a processing plant in [Madison, Wisconsin](#). The plant quickly proved to be a profitable, efficient operation and in 1919 Madison became the corporate headquarters.

Kraft ownership [edit]

For nearly a century, Oscar Mayer remained an independent company owned primarily by descendants of the Mayer brothers who started it. In 1981, Oscar Mayer stockholders elected to sell the company to [General Foods](#). Four years later, [Philip Morris](#) acquired General Foods, and in 1989 merged General Foods with the newly acquired [Kraft Foods Inc.](#)

Shares of Kraft foods were first offered to the public via an initial public offering in 2001. Altria Group (formerly Philip Morris) spun off remaining shares of Kraft Foods to Altria shareholders in 2007.

On November 4, 2015, owner Kraft Heinz announced it would move the Oscar Mayer headquarters and the company's U.S. meats business from Madison, Wisconsin, to Chicago. The company also announced plans to consolidate its production facilities during the two following years, resulting in the shutdown of seven North American manufacturing facilities: [Fullerton, California](#); [San Leandro, California](#); [Federalsburg, Maryland](#); [St. Marys, Ontario](#); [Campbell, New York](#); [Lehigh Valley, Pennsylvania](#); and the one in Madison.

In August 2017, [Bloomberg Businessweek](#) reported that the company planned to spend \$10 million to reinvent the hot dog for a more health conscious consumer. According to company research, this new [strategy](#) could increase sales of their hot dog by six percent.^[5]



Wienermobile in Gilford, New Hampshire [edit]

Advertisements [edit]

Oscar Mayer had several [advertisements](#) on TV involving young children, including the Oscar Mayer Wiener ad in 1965. The [commercial](#) shows a young girl leading a group of children, singing about what they'd get if they "were an Oscar Mayer wiener". It was written by [Richard D. Trentlage](#), who died on September 21, 2016.^[6]

A 1974 TV commercial featured four-year-old Andy Lambros holding a fishing rod and sandwich while singing, "My bologna has a first name, it's 'O-S-C-A-R'..."^{[7][8]} It became one of the longest-running TV commercials in the country.^[9]

Oscar Mayer is known for its [Wienermobile](#), which has toured the United States for over 70 years. The first Wienermobile was created in 1936.

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4. ↑ Lukas, Paul (2003-05-01). "Bringing Home the Bacon A German made America's first national meat. And that's no baloney." ↗. *Fortune*. Cable News Network. A Time Warner Company. Retrieved 2017-08-03.
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6. ↑ Richard D. Trentlage, 87, Who Wrote 'The Oscar Mayer Wiener Song,' Dies ↗ *The New York Times*, September 29, 2016
7. ↑ "Oscar Mayer Commercial – 1973" ↗. Retrieved July 10, 2012.
8. ↑ "Oscar Mayer Bologna Kid" ↗. Retrieved January 25, 2012.
9. ↑ "Oscar Mayer Wiener Song" ↗. Dictionary of Wisconsin History. Retrieved June 10, 2012.

External links [edit]

- Oscar Mayer Homepage ↗
- Yahoo! Music featuring the Oscar Mayer "Wiener" song ↗ at the Wayback Machine (archived April 3, 2009)
- Video:The Story of "My Bologna Has a First Name" ↗ on YouTube
- Video: The Story Behind "I Wish I Were an Oscar Mayer Wiener" ↗ on YouTube

V · T · E	Kraft Foods Group brands [hide]
Condiments	A.1. Steak Sauce · Bonox · Bull's-Eye Barbecue Sauce · Grey Poupon · Kraft Mayo · Miracle Whip · Vegemite
Beverages	Café HAG · Capri Sun ¹ · Country Time · Crystal Light · Gevalia · Kool-Aid · Maxwell House · Tassimo
Convenience foods and baking goods	Boca Burger · Calumet · Kraft Macaroni and Cheese · Oscar Mayer · Planters · Shake 'n Bake · South Beach Living · Stove Top · Velveeta Shells & Cheese
Dairy products	Cheez Whiz · Cool Whip · Dairylea · Easy Cheese · Philadelphia · Polly-O · Provel cheese · Singles · Velveeta
Desserts	Jell-O
¹ This brand is owned by Rudolf Wild GmbH and manufactured under license by Kraft Foods only in the United States, Canada, and Greenland.	

Categories: Brand name hot dogs | Brand name meats | Companies based in Chicago | Kraft Foods brands | Sausage companies | Companies established in 1883 | Ham producers

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