

FOOD HISTORY

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The History of The Twinkie

1933 - Twinkies were introduced by The Continental Baking Company in Indianapolis, which also made "Wonder Bread" and had a snack line your probably familiar with called Hostess. One of their bakers named James A. Dewar got the idea for the "Twinkie" while he delivered one of their products, a cream filled strawberry shortcake. The machines to make these sat idle when the strawberry season was over so he came up with an idea to use them to make a snack cake filled with a banana filling, and only charge a nickel for a package of 2. It was good idea as money was tight for people during the great depression.



Dewar came up with this name when driving by a billboard that had an ad for shoes from the "Twinkle Toe Shoe Company". He shortened the name toTwinkies....

1940's

Just like the song went "Yes We Have No Banana's" popular during the WWII because bananas were rationed, Hostess had to come up with a different filling.

They switched to vanilla creme and it was popular so they never changed back.



1950

The Twinkie rose to popularity in the '50's in great part due to Hostess sponsoring the Howdy Doody show, featuring the twinkie.



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During the 60's when there were huge fears of a nuclear attack, Many bomb shelters were built. Twinkees were one of the most popular items to have because it was said that they "stay fresh forever".

It has become an American Icon, even president Clinton put one in a time capsule.

They remain as Hostess best selling snack cake producing **half a billion** a year!

With excerpts from The History of Food, by Chef Stephen Holloway

Resources

Twinkie the Kid - dress like Twinkie for [Halloween](#)

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Visit the [Twinkie Web Site](#)

Here is a recipe for [Twinkie Cake](#). It is a chocolate cake with the same texture as a Twinkie and has the same filling .

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