

100 Years of Innovation

1908-1929 THE FORMATIVE YEARS

START

1908
The invention of the original Dixie® cup became the "seed" to an innovation culture. For the next 100 years, the growth and impact of the disposable paper cup will reflect the evolution of the foodservice industry and "guest experience" through times of uncertainty, challenges, and times of prosperity.



1940
The fast food industry begins to emerge. Dixie products meet the growing demand.



1937
Dixie offers the first market-oriented cup to help foodservice operators increase sales and profits with a printed cone shaped ice cream sundae cup in 1937. This milestone married the concepts of **image building** and **hygienic disposable** cup solutions.

1910
Long before the influenza epidemic of 1918 that killed 1/2 million people in the U.S. alone, Hugh Moore was a pioneer promoting hygienic solutions through the use of disposable cups.



1919
Hugh Moore obtains permission to brand his disposable cups under the name Dixie.



1927
Image Builders
Dixie's first art department was established. Special print Dixie cups came to life in July 1927, as cups became "walking billboards" promoting the name and brand of an establishment.



1923
With innovation foremost on the mind of Dixie's founders, they believed that if **hygienic** cups worked for water, why not ice cream? Ice cream manufacturers' business grew and so did cup sales.

1920s
During the "Roaring Twenties," Dixie cups kept pace as Americans began to work outside of the home. Automobiles became popular and the need to eat and drink away from home grew. Savvy consumers began their demand for "predictable" eating out experiences as the country entered a period of economic prosperity for the next 6 years.



1930-1950 A PERIOD OF UNCERTAINTY & CHALLENGES FOR THE COUNTRY

1942
Dixie Goes to War
With World War II in our midst, **hygienic, efficient** Dixie Paper Service became invaluable in serving our armed forces around the world during that time.



1950s
Advertising
Ice Cream Dixies helped reinforce Dixie products as a symbol of "purity and cleanliness." By now, Dixie was one of the best known **image building** brands in the country and a household name.



1955
As the "food away from home" business grew, Dixie responded with disposable mealservice plates, **enhancing guest satisfaction, delivering operational efficiencies,** and becoming recognized as a leading **innovator** in the foodservice business.



1960-1980s BABY BOOMER INFLUENCE TAKES US ON A WILD RIDE



1974
Foodservice operators needed a larger napkin to accommodate menu expansion — we answered with the **invention** of the Marquis dispensing system.



1976
The U.S. celebrated its Bicentennial and **image building** Dixie designs met expectations of operators celebrating this important milestone for our country.



1966
During this period, Dixie is now fully focused on the booming foodservice segment with a full line of **innovative disposables,** offering **operational benefits** and **environmentally sound solutions.**



1960s
The roller coaster ride continues with extraordinary industry growth in the 60s. In response to consumer and market trends, Dixie developed improved printing capabilities helping operators **build their brands and image.**



1965
75% of all U.S. homes owned televisions, bringing new ideas in entertainment — and the world — a bit closer to our day-to-day lives.

Enter the growth of convenience food at home as time becomes more precious to the average working family.

1977
In tune with the times, Surf rolled into the foodservice world with a complete matched mealservice line. It reflected the trends and mood of the 70s as the country emerged from recessionary times seeking more time for fun and leisure.



2001
Dixie Dense Pack™ cutlery sets a whole new standard for foodservice. Each piece is individually inspected and packed in rows to make **restocking easier for operators and more sanitary for guests.**



1997
PerfectTouch™ is introduced. With superior insulation qualities, this revolutionary new cup reduces waste from double cupping and **improves the total guest experience.** Totally "on trend" as the gourmet coffee market is about to take off.



1995
The introduction of the Dixie Select program delivers unique, high-quality designs providing foodservice operators a variety of options in stock designs that can also be customized to **build brand awareness and differentiate from competition.**



1982
Colorful Dixie posters and merchandising tools were introduced to **help operators build sales and repeat business** by increasing check averages through suggestive selling.



1987
Dixie innovation brings Dixie Superware™ plates and bowls to foodservice. High performance features include strength, cut resistance and microwaveability. This product line raises the bar on disposable mealservice performance expectations.



1990s-2008 PERIOD OF ACCELERATED INNOVATION



1993
Rio™ design is introduced. Festive, yet elegant, it is a fresh new design for foodservice operators to "frame" their menu items, **build their image and increase sales.**



2007
Dixie SmartStock™ revolutionary disposable cutlery dispenser system provides the ultimate in **hygiene and efficiency** for foodservice operators.

The arrival of this unique Dixie branded product **hygienically** speeds up service for guests, saving operators time, and helps address operational/labor concerns.

2007
Insulair® Ecosmart™ Cups
GP Food Service Solutions introduces the Interlude™ design. Vibrant musical accents and warm red and gold hues complement performance of triple-wall construction. With **environmental concerns** a top priority for today's operators, Dixie responds to the call with a complete line of disposable cup solutions.



2008
Smart Top™ re closable lids are introduced. A built-in sliding mechanism for easy opening and closing allows guests to "Dash without the Splash.™"



DIXIE TODAY
Foodservice industry trends continue to emphasize convenience and consistency. Guests demand more value for their money in the "eating out" experience and hold high expectations each and every visit.

Foodservice operators strive to differentiate their image from competition through menu choices and decor. They are environmentally sensitive and recognize the need to reduce waste in their operations. To remain competitive, inventory, space and labor challenges must be answered.

The Dixie brand continues today to help foodservice operators face these challenges with product solutions that offer improved performance, reliability, quality and value.

GP Food Services Solutions proudly celebrates 100 years of Dixie innovation...truly a unique culture committed to "creating a better guest experience."