Oreo’s 100th birthday

By: Sarah Sullivan and Hannah Mudd

Four days ago on March 6th, 2010 Oreo celebrated their 100th birthday. The first Oreo cookie was sold in a grocery store in Hoboken, New Jersey. From that point on, Oreo developed many different ways to make their cookies different flavors. But, their first flavor was the single layered wafer. While the traditional chocolate wafer and single filling layer reigns supreme with consumers, with more than $2 billion in global annual revenues, Nabisco began offering variations such as the "Double Stuff" (with twice the standard amount of icing) in 1975, and the 100-calorie-per-cookie "Triple Double" (three wafers, and a layer each of standard and chocolate icing) in 2011. Due to public health concerns though, Nabisco took out lard from the original filling recipe in favor of trans-fats. As of 2006, all classic-format cookies have been made with non-hydrogenated vegetable oil. The cookies are sold in over 100 countries around the world, offering regional twists such as a green tea flavor in Japan, a "Duo" featuring strawberry and standard filling in Argentina, and a vanilla cream edition in China, among others. For their birthday they are releasing a limited edition birthday cake Oreo across the United States.

Obviously people really enjoy Oreo’s if they have been around for 100 years. People have many different ways of eating them some people just bite them, snap them in half, twist them in half and eat the icing, scrape the icing out and eat it, or scrape the icing out and eat the wafers. So overtime people have been eating them different ways and it has just been passing on.  
