



**1850s/'60s** James A. Folger helped build The Pioneer Steam Coffee and Spice Mills in San Francisco and began selling coffee and spices to miners.



**1872** James bought out the other partners of The Pioneer Steam Coffee and Spice Mills, renaming it J.A. Folger & Co.



**1900s** *Folgers*® brand starts becoming a household name through greater distribution in grocery and general stores.



**1920s/'30s** Print ads, billboards, and radio spots convince American housewives to buy *Folgers*® brand.



**1940s** The long hours required both of civilians and troops during the war effort make "coffee breaks" a new workplace necessity.



**1960s/'70s** *Folgers*® brand introduces the memorable Mrs. Olsen and the enduring tagline, *The Best Part of Wakin' Up Is Folgers in Your Cup!*™



**1990s TO TODAY** *Folgers*® brand continues to innovate superior packaging and roasts, making it America's Coffee Choice at home and away.