

# History Of Reese's Peanut Butter Cups



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The history of Reese's Peanut Butter Cups is a rich tapestry woven through the evolution of American confectionery. This beloved treat, known for its delightful combination of creamy peanut butter encased in a smooth chocolate shell, has become a staple in candy aisles across the United States and beyond. Understanding its origins not only sheds light on a popular snack but also reveals broader trends in food production and marketing throughout the 20th century.

## Origins of the Reese's Brand

The story of Reese's Peanut Butter Cups begins in the early 1920s in Hershey, Pennsylvania. Harry Burnett Reese, a former dairy farmer and a shipping foreman for Milton S. Hershey, founded H.B. Reese Candy Company in 1923. After experimenting with various candy recipes, Reese decided to focus on peanut butter candies, leveraging the popular flavors of chocolate and peanut butter that had already begun to gain traction in American sweets.

## Peanut Butter's Rise in Popularity

Peanut butter, which was first introduced to the American public in the late 19th century, began to grow in popularity during the early 20th century. Several factors contributed to its rise:

1. **Nutritional Value:** Peanut butter was recognized as a nutritious and protein-rich food, making it an attractive option for a growing population.

2. **Accessibility:** The advent of food processing technologies made peanut butter more

affordable and widely available to consumers.

3. Marketing: Various brands began marketing peanut butter as a versatile ingredient for snacks and meals, solidifying its place in American homes.

Harry Reese capitalized on this momentum by creating a unique candy that combined the creamy texture of peanut butter with a rich chocolate coating.

## **The Birth of Reese's Peanut Butter Cups**

In 1928, Reese introduced the first Peanut Butter Cup. Initially sold as part of his broader candy line, these cups featured a simple yet effective design: a foil-wrapped chocolate cup filled with peanut butter. The combination quickly became popular, and Reese's Peanut Butter Cups emerged as a signature product of the H.B. Reese Candy Company.

## **Marketing and Growth**

As the 1930s progressed, the Reese brand gained traction through strategic marketing and word-of-mouth. The candy was sold in stores and through various distribution channels, including movie theaters and candy shops. By the end of the 1930s, Reese's Peanut Butter Cups were a common sight, and sales began to soar.

One of the key factors contributing to the success of Reese's Peanut Butter Cups was their packaging. The iconic orange and brown wrapper, designed to stand out on store shelves, became synonymous with the product, helping to establish a strong brand identity.

## **The Evolution of the Brand**

In 1941, the H.B. Reese Candy Company was sold to the Hershey Chocolate Corporation, marking a significant turning point in the history of Reese's Peanut Butter Cups. Under Hershey's management, the candy received increased marketing support, expanded distribution, and improved manufacturing processes.

## **Post-War Popularity**

The post-World War II era saw a boom in consumer goods, and Reese's Peanut Butter Cups were no exception. The candy became a favorite treat among children and adults alike. In 1950, Reese's started to produce the Miniature Peanut Butter Cups, which offered a bite-sized option for consumers and further expanded the product line.

In the 1960s and 1970s, Reese's began to experiment with various flavors and forms. Seasonal varieties, such as the Halloween-themed Reese's Pumpkins and Easter-themed Reese's Eggs, were introduced, tapping into the growing trend of holiday-themed candies.

# Innovations and Expansions

The 1980s and 1990s saw significant innovation in the Reese's product line. New products included:

1. Reese's Pieces: Launched in 1978, these small, candy-coated morsels filled with peanut butter became a massive hit, especially after being prominently featured in the 1982 film E.T. the Extra-Terrestrial.
2. Reese's Sticks: A wafer-based candy introduced in the late 1980s, combining the classic peanut butter filling with a crunchy texture.
3. Reese's Big Cup: A larger version of the original Peanut Butter Cup, launched in the 1990s, catered to the growing demand for larger snacks.
4. Reese's White: A version that uses white chocolate instead of milk chocolate, appealing to consumers seeking variety.

The Reese's brand continued to thrive in the late 20th century, establishing itself as one of the top-selling candy brands in the United States.

# Branding and Cultural Impact

Reese's Peanut Butter Cups not only became a favorite due to their taste but also carved a niche in popular culture. The brand's marketing campaigns often emphasized the delightful combination of chocolate and peanut butter, using catchy slogans and memorable advertisements:

- "Two great tastes that taste great together!" became a hallmark phrase, encapsulating the essence of the product.
- Collaborations with popular media and celebrities helped solidify Reese's as a cultural icon, making it a frequent choice for Halloween, parties, and other festive occasions.

# Health Trends and Adaptations

As health consciousness grew in the 21st century, the Reese's brand adapted by introducing products that catered to changing consumer preferences. Options like Reese's Thins, which feature a thinner profile with fewer calories, were launched to appeal to health-conscious consumers. Additionally, the brand has experimented with various plant-based and allergen-free products to reach a wider audience.

# Legacy and Current Status

Today, Reese's Peanut Butter Cups stand as one of the most recognized and cherished candies in the world. They are produced in various forms and flavors, including:

- Reese's Miniatures
- Reese's Sticks
- Reese's Big Cup
- Reese's Pieces
- Seasonal shapes (like pumpkins, eggs, and hearts)

The brand remains a significant player in the global candy market, with aggressive marketing strategies and innovative product launches that continue to resonate with consumers of all ages.

## Conclusion

The history of Reese's Peanut Butter Cups is a fascinating journey through American culture, food innovation, and branding. From their humble beginnings in a small Pennsylvania candy factory to their status as a beloved global treat, Reese's has not only shaped the candy landscape but also created a lasting legacy that endures through generations. As tastes evolve and new food trends emerge, the Reese's brand is likely to continue adapting and thriving, ensuring that this iconic candy remains a favorite for years to come.

## Frequently Asked Questions

### When were Reese's Peanut Butter Cups first introduced?

Reese's Peanut Butter Cups were first introduced in 1928.

### Who created Reese's Peanut Butter Cups?

H.B. Reese, a former dairy farmer and employee of Milton S. Hershey, created Reese's Peanut Butter Cups.

### What was the original purpose of Reese's Peanut Butter Cups?

The original purpose was to create a candy that combined chocolate and peanut butter, inspired by the popularity of chocolate-covered peanuts.

## How did Reese's Peanut Butter Cups become popular?

They gained popularity through effective marketing and word-of-mouth, particularly during World War II when chocolate was rationed but peanut butter was not.

## What company acquired the Reese's brand?

The Hershey Chocolate Corporation acquired the Reese's brand in 1963.

## What are some popular variations of Reese's Peanut Butter Cups?

Popular variations include the Reese's Big Cup, White Chocolate Reese's, and seasonal flavors like pumpkin and egg shapes.

## How has the packaging of Reese's Peanut Butter Cups changed over the years?

The packaging has evolved from simple paper wrappers to colorful, branded packaging with nutritional information and promotional designs.

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