

Just Born History Timeline

Just Born is a family-owned candy manufacturer that has been in business since 1923 and through three generations. We make everyone's favorite candy: PEEPS®, MIKE AND IKE®, HOT TAMALES®, GOLDENBERG'S® PEANUT CHEWS®, TEENEE BEANEE® Jelly Bean and JUST BORN® Jelly Beans.

1910 Sam Born, candy maker, comes to the US

Sam Born, who as a child and young adult grew up in Russia, immigrated to the United States from France. Born introduced "French Chocolates" to New York City. In 1916, Born was given the keys to the city of San Francisco for inventing a machine that mechanically inserted sticks into lollipops.

1917 Sam Born opens retail shop in New York

Born opened a small retail store in Brooklyn, New York. Ever the entrepreneur, he proudly displayed in his store window an evolving line of daily made candy, marketing its freshness with a sign that declared, "just born". The original company logo showed a baby resting in a candy measuring scale.

1923 Sam Born starts his own manufacturing company – Just Born, Inc.

Born opened a small factory in Brooklyn, New York. Additionally, Born's brothers-in-law, Irv and Jack Shaffer, joined the company shortly after the retail store opened.

1932 Just Born relocates to Bethlehem, PA

The company thrived in spite of the Depression, and in 1932, Just Born moved its operations to an empty printing factory in Bethlehem, Pennsylvania, where it soon became another important employment source for this well-known steel town.

1935 Just Born acquires the Maillard Corporation

Just Born grew significantly through the acquisition of other candy companies. The first important acquisition was the prestigious Maillard Corporation in 1935. Maillard was well known for its elegant, hand-decorated chocolates, crystallized fruits, Venetian mints, jellies and "the best bridge mix in the country."

1940 MIKE AND IKE® candy introduced

MIKE AND IKE® Original Fruits chewy assorted fruit flavored candies were introduced in 1940. Over the years, Just Born expanded the brand to include a variety of other flavor assortments.

1950 Just Born introduces HOT TAMALES®

The very popular, spicy, cinnamon-flavored chewy HOT TAMALES® were introduced in 1950. HOT TAMALES® still remains the number one chewy cinnamon confection in the U.S. today!

1953 Just Born acquires the Rodda Candy Company & PEEPS® are born

An equally fateful acquisition for Just Born was the Rodda Candy Company of Lancaster, Pennsylvania in 1953. Although better known for its jelly bean technology, Rodda also made a

small line of marshmallow products that intrigued the Just Born family. A popular three dimensional marshmallow peep was made by laboriously hand-squeezing marshmallow through pastry tubes. Fortunately, his son, Bob, who had joined the company in 1946, inherited Sam's inventive spirit. The young Born helped to mechanize the marshmallow forming process. As a result, what once took 27 hours to produce and package the iconic PEEPS® chick now only takes 6 minutes. Just Born now makes marshmallow candies in a variety of shapes for Easter, Halloween, Christmas, Valentine's Day and summer.

1977 Teenee Beanee® Jelly Beans introduced

In 1977, Just Born also capitalized on Rodda's jelly bean expertise by introducing TEENEE BEANEE® gourmet jelly beans.

1978 – 1998 Born and Shaffer family legacy continues/Just Born celebrates 75 years

Cousins Ross Born and David Shaffer joined Just Born in 1978. After more than a decade of shared responsibility with their fathers, they became Just Born's co-presidents in 1992. In 1998, Just Born celebrated 75 years in business. Root-T-Toot and Cool Kids from Just Born's past were re-introduced for a limited time.

1999 Just Born introduces MIKE AND IKE® ZOURS®

The chewy sour fruit candy ZOURS® becomes part of the Just Born's candy family

2003 PEEPS celebrate 50th Anniversary

The PEEPS® brand grows to become the largest seasonal marshmallow brand with a passionate fan base. Consumers not only eat PEEPS® but they also do all sorts of creative things with the candy including decorating, diorama making and jousting in the microwave. The first PEEPSMOBILE® hit the streets bringing the fun of PEEPS® to fans around the country.

2003 Just Born acquires Goldenberg Candy Company

Just Born acquires the legendary Philadelphia candy brand GOLDENBERGS® PEANUT CHEWS® from the Goldenberg family.

2010 Just Born launches new PEEPS® chocolate line of candy

In 2010, Just Born rolled out a line of Easter candy combining marshmallow and chocolate: PEEPS® chocolate dipped marshmallow chicks, PEEPS® chocolate covered marshmallow chicks and PEEPSTERS® - bite size chocolate surrounding smooth marshmallow flavored crème. In 2011, many of these products were seasonalized for other holidays like Christmas.

2012 Legendary Candy Duo Mike and Ike of MIKE AND IKE® candy split up

In the spring of 2012, candy legends Mike and Ike decided to go their separate ways. Mike left to pursue his love of music and Ike left to pursue his love of art. Just Born continued to produce the candy in their absence.

2013 Just Born celebrates 90th anniversary

Many people are not familiar with our company name but everyone knows our iconic brands which have been around for a long time. Stay tuned for more exciting news from Just Born!