

VEGEMITE TIMELINE		PRODUCTS			ADVERTISING			AUSTRALIAN TIMELINE		
	1920	1930	1940	1950	1960	1970	1980	1990	2000	

1920s

1922

- VEGEMITE spread debuts in an amber glass jar capped with what is known as a Phoenix Seal, to keep the contents fresh. It is initially called 'Pure Vegetable Extract'.

1923

- A national competition to change the name from 'Pure Vegetable Extract' is held, with the winning name being selected; VEGEMITE.
- The labelling includes the description 'Pure Yeast Extract'.

1926

- VEGEMITE spread is available in a limited edition porcelain jar.

1928

- Fred Walker decides to change the name of his poor selling VEGEMITE spread to 'Parwill'. The move is unsuccessful and Walker reverts back to the original name for VEGEMITE spread.



VEGEMITE 1922



VEGEMITE 1926

1930s

1930s

- 10 years after the VEGEMITE brand's initial launch, a dramatic change is given to the appearance of the jar. Multi-purpose jars are developed that can be converted into an egg cup, salt and pepper shaker or mustard pots (complete with a spoon) once the VEGEMITE spread has been consumed.
- Sizes of VEGEMITE spread jars change to meet the demand in popularity – VEGEMITE spread becomes available in 2, 4, 6 and 8 ounce jars and 1 and 6 pound tins.



FLAT TIN 1937



SHOWBAG SAMPLE 1933



HERITAGE TIMELINE

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1940s

1940s

- World War II Armed Forces request VEGEMITE spread to meet the nutritional requirements of the Australian men and women at war. The military receives their supplies in 7 ounce (200g) as well as half ounce (14g) individual ration packs.

1946

- 'Pure Yeast Extract' is changed to 'Concentrated Yeast Extract' on the VEGEMITE spread label, at the request of the company's production department, who feels it is a more precise description. This description remains unchanged and is still used on labels today.
- VEGEMITE spread is sold in reusable plastic beakers available in a variety of colours with promotional labels, featuring famous Disney characters such as Pinocchio, Mickey Mouse and Donald Duck.



DISNEY LABEL 1949



DISNEY BAKELITE BEAKERS 1940s

1950s

1950

- The Kraft Walker Company changes its name to Kraft Foods Limited.

1952

- The VEGEMITE brand reflects its association with Kraft by placing the Kraft logo – at the time a K surrounded by a hexagon – just above the word VEGEMITE on its label.



VEGEMITE 1950s



MEMORABILIA 1950s



PACKAGING 1950s



HERITAGE TIMELINE

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1960s

1960s

- The period between 1961 to 1964 delivers the most significant logo and label modifications to make the VEGEMITE spread jar look most like it does today.

1964

- The Kraft 'K' logo is replaced with the full word Kraft, surrounded by an elongated hexagon.



1 DOZEN BOX SET OF 2OZ. VEGEMITE JARS 1965

1970s

1970s

- Regulatory requirements increase in labeling.
- The VEGEMITE logo changes several times – first extending the VEGEMITE word outside the diamond, only to then have it reverted back inside with the addition of metric and imperial weights added.

1975

- Imperial information is dropped from VEGEMITE spread labeling.

1979

- VEGEMITE spread's ingredients are listed for the first time.



MUSICAL & BLINKER BUTTON 1970s



VEGEMITE 1975



MUSTARD POT / EGG CUP / SALT & PEPPER SHAKERS 1970s

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1980s

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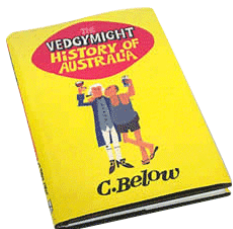
- Special purpose packaging is introduced for the hospitality industry.

1989

- The words “all natural” are added to the VEGEMITE spread labeling, in line with consumer requirements.

1984

- In April, VEGEMITE spread makes Australian supermarket history, when a 115g jar becomes the first item ever to be scanned at a checkout in the country. It is at a Woolworths in New South Wales.



VEDGYMIGHT HISTORY OF AUSTRALIA 1980s



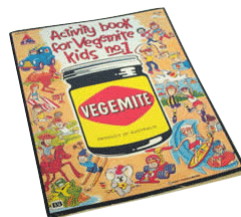
VEGEMITE PIN 1980s



ROSE ON EVERY CHEEK T-SHIRT 1980s



AUSTRALIA & VEGEMITE T-SHIRT 1980s



ACTIVITY BOOK FOR VEGEMITE KIDS NO.1 1980s



VEGEMITE JIGSAW 1983



BIGGEST JAR OF VEGEMITE EVER MADE (3.5KG) 1988



VEGEMITE WATCH 1980s



HERITAGE TIMELINE

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1990s

1991

- The metal lids on jars of VEGEMITE spread are replaced with yellow, tamper-evident plastic ones – the same as the lids we see today.

1999

- VEGEMITE spread is launched in a plastic tube, for those that require a handy travel pack. Being plastic, it can't break, being long and thin, it is easy to travel with, and being in a tube allows for ease when spreading without a knife.
- The VEGEMITE brand launches Snack Abouts – for children and adults alike - to enjoy a VEGEMITE spread snack on the run and when convenient. Snack Abouts contains four crisp breads and a handy red stick for coating VEGEMITE spread onto crackers.



PORTION CONTROL DISPENSER 1990s



VEGEMITE CARD 1990s



"HAPPY LITTLE VEGEMITE'S" PLATE 1995



THE BIG VEGEMITE PARTY BOOK 1992



VEGEMITE 75TH BIRTHDAY PRIZE PACK WITH A COMMEMORATIVE JAR AND HAPPY LITTLE VEGEMITE SONG ON TAPE 1997



VEGEMITE TOASTERS 1999



VEGEMITE CHRISTMAS CARD 1990s



SPECIAL EDITION MODEL 'A' FORD VEGEMITE TRUCK 1993



VEGEMITE COOK BOOK 1992



AUSTRALIAN ARMY TUBE OF VEGEMITE 1990s



VEGEMITE GOLF BALL 1990s



VEGEMITE RULER 1990s

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2000s

2000

- VEGEMITE spread is put into reusable glass for a limited period of time, proving very popular with collectors of VEGEMITE brand memorabilia.



LIMITED EDITION
PLATE 2000



LIMITED EDITION
MUG 2000

2002

- The VEGEMITE spread tube is re-launched.

2010

- The VEGEMITE brand launches a new product, VEGEMITE CHEESYBITE spread, containing a delicious combination of VEGEMITE spread and cream cheese.



VEGEMITE PIN 2000



KEY RING 2000



LIMITED EDITION
PEN 2000

2011

- The VEGEMITE brand launches a lower sodium, fortified spread formulated for children and calls it MY FIRST VEGEMITE.



VEGEMITE PLACE MAT 2000



80 YEARS OF VEGEMITE CAP 2003