



King Arthur Flour Company (VT) (Images of America)

David A. Anderson

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In 1790, George Washington was elected the first U.S. president, Thomas Jefferson became the country's first secretary of state, and flour imported to Boston from England marked the beginning of the King Arthur Flour Company. The King Arthur Flour Company, now more than two hundred years old, produces the flour of choice for millions, from beginning home bakers to the world's top chefs, and has evolved into a one hundred percent employee-owned company. King Arthur Flour Company illustrates the history of America's oldest flour company (and New England's oldest food company). King Arthur Flour was founded in Boston not far from Long Wharf, where the flour was unloaded from merchant ships. Five generations of the Sands family headed the company for almost two centuries until the Employee Stock Ownership Plan was initiated in 1996. Marketing at King Arthur Flour has always revolved around the icon of the lone knight on his horse, and in 1896, a lone rider dressed as King Arthur rode through Boston's streets atop a black stallion to advertise the product. Another creative marketing campaign featured a white sound truck, complete with a large pipe organ and an eight-foot statue of King Arthur, roving through New York City streets.



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