

DATE: August 1998

PRESS CONTACTS: Christy Foltz or
Cathy Farmer
717 393-9776

FOR IMMEDIATE RELEASE

NEWS FILLER:

Honey Lovers Still Sweet on the Bear

The honey bear container, which was created in 1957 by Dutch Gold Honey co-founders Ralph and Luella Gamber, has squeezed its way into people's hearts and become a popular symbol of the wholesome sweetener. Ralph, a former beekeeper, never imagined his convenient bear bottle would become the preferred container among honey lovers around the world.

Copied across the industry, the Gammers' personable, mess-free little bear helps dispense millions of pounds of honey purchased by consumers every year. Therefore, it's only natural to honor the honey bear bottle during September, National Honey Month. However, even after more than 40 years, Ralph and Luella's bear is still a youngster in a world where bees have been producing honey for 10 to 20 million years.

Source: Dutch Gold Honey, Inc., Lancaster, Pa.