



Brands We Know

General Mills





**Jump into the cockpit and
take flight with **Pilot books**.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!**

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What Is General Mills?

A family shops for groceries together. Everyone picks a favorite food. One family member tosses a box of Lucky Charms into the cart. Another adds a Totino's Party Pizza. Yoplait yogurt and Nature Valley granola bars go in next. The family remembers to get Betty Crocker cake mix and Häagen-Dazs ice cream to celebrate a coming birthday. These **brands** all come from General Mills!

General Mills, Inc. is an American food company. Its **headquarters** is in Golden Valley, Minnesota. The company makes and sells many well-known brands, including Progresso, Pillsbury, and Fruit Roll-Ups. It is also famous for its breakfast cereals. Cheerios and Cocoa Puffs are favorites. General Mills sells its products on six continents. Its cursive capital G **logo** is recognized around the world. Today, the company is worth more than \$30 billion. It is one of the largest food companies on the planet!



Lucky Charms

Nature Valley granola bars



Häagen-Dazs



By the Numbers

over
\$16 billion
in sales in 2016

more than
100
countries sell General
Mills products

more than
39,000
employees

more than
\$754 million
spent on
advertising in 2016

about
\$1 billion
in Cheerios sales
in 2014

more than
\$2.6 billion
in breakfast cereal
sales in the United
States in 2016



General Mills headquarters in Golden Valley, Minnesota

The Rise of Flour Mills

In 1866, Cadwallader Washburn built a flour mill in Minneapolis, Minnesota. It was located near a waterfall on the Mississippi River. The force of the waterfall powered the mill to grind wheat into flour. Other mills also operated along the river. In time, the millers decided to work as a team to make better flour. This way, they could set prices and control the **market**. In 1876, they formed an organization called the Minneapolis Millers Association. Soon, Minneapolis was known as the flour-milling capital of the world!

A Stately Leader

Cadwallader Washburn was the governor of Wisconsin from 1872 to 1874.

Eventually—Why Not Now?

1900s-1940s Gold Medal Flour tagline



Minneapolis, Minnesota

A miller named John Crosby partnered with Cadwallader in 1877. Together, they formed the Washburn Crosby Company. A year later, disaster struck. Their mill caught fire and exploded. The men soon built a new mill that used safer technology. Their flour was better than ever. It won gold, silver, and bronze medals! The top flour was renamed Gold Medal Flour. It is still famous today.



Gold Medal Flour

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