The History of Chewing Gum

by

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Timeline of Chewing Gum

- Prehistoric Man - 9,000 year-old birch bark tar
- Ancient Greece - Mastic Tree Resin (Mastiche)
- Mayan Indians - Sapodilla Tree Sap (Chicle)
- Native American Indians - Spruce Tree Resin
- 1848 - John Curtis—St. of Maine Pure Spruce Gum
- 1850 - John Curtis – Flavored Paraffin Gum
Timeline of Chewing Gum

- 1869 – Thomas Adams markets “Adams New York Chewing Gum”
Manilkara zapota (L.)
Sapodilla (Chicle) Tree

- Trees found in Yucatan, Belize and N. Guatemala
- Trees must be 70 years old before tapping
- Can only tap (harvest) once every 4 - 6 years
- Harvested during rainy season (July – Feb)
- One tree = 10 gal latex = 2.5 lbs chicle (24 hr. tap)
- 1943 US imported record 9,000 tons from Mexico
- 13 pounds of chicle = 5,000 pieces of gum
- 1930s gum contained 15% chicle & 60% sugar
**Manilkara zapota (L.)**
Sapodilla (chicle) Tree
Manilkara zapota (L.)
Sapodilla (chicle) Tree
Chiclero scaling Sapodilla Tree
America during the “Victorian Era”
Timeline of Chewing Gum

- 1870 - Adams produces 1st flavored gum (licorice) which was also the first stick of chewing gum.

- 1871 - Adams patents 1st gum making machine.
Timeline of Chewing Gum

- 1879 - William White discovers how to flavor chicle, choosing peppermint as the 1st flavor named Yucatan chewing gum.
W.J. White Co. Gum
Timeline of Chewing Gum

- 1882 - Dr. Edward Beeman adds pepsin powder to chicle & promotes as digestive aid.
1886 - Jonathan Primely makes the 1st fruit-flavored gum and a gum called Kis-Me.
1888 – Adams “Tutti Frutti” becomes 1st chewing gum in vending machine. Placed in NYC subway stations.
1890s - Gum vending machines
1897 – Pulver adds animated figures
1891 – William Wrigley Jr. entered the gum field with the Vassar, Lotta & Sweet 16 brands.

1892 – Wrigley introduces Spearmint Pepsin gum.

1893 – Wrigley introduces Juicy Fruit gum.
1911- Gum added to Beech-Nut product line

- Fruit Stripe Mixed Fruit
- Candy Cane
- Spearmint Gum
- Peppermint Flavored Chewing Gum
1890 – Henry Fleer invents Chiclets

Chiclets was the 1st candy-coated chewing gum commercially made and marketed in the world.
1899 - Dentyne gum was created by New York druggist Franklin V. Canning
1899 – American Chicle Company Formed
Amalgamation of: Adams Gum (Thomas Adams), Yucatan Gum (William White), Beeman’s Gum (Dr. Edward Beeman), Kis-Me Gum (Jonathan Primley), and S.T. Britten.

1907 – Gumballs and gumball machines introduced
1914 – Wrigley introduces Doublemint gum

1914 – Adams introduces Clove gum

Prohibition Period – “It will take your breath away”
1914 – American Chicle Company buys Sen-Sen Company (Fleer, Curtis, etc.)

1916 – American Chicle Co. acquires Dentyne Gum
1920 – Clark Bros. Chewing Gum Co.

1980s

On the Level 1st Hit
1927 - Wrigley introduces PK Gum

* Discontinued in 1975
1928 – Walter Diemer (Fleer Gum Co.) invents Bubble Gum

Christened it Dubble Bubble Gum
1930s – Gum trading Cards Introduced
1933 – Peter Paul Co. sells a charcoal gum - advertise on Mounds box
1938 - Shorin Bros. begin Topps Company

- Topps Bubble Gum becomes 1st change maker
- After WW II Bazooka Bubble Gum becomes popular

1939 – The Doublemint Twins make debut.

1939 - The FFDCA Act passes

- Classifies gum as a food
- FDA tells gum companies they do not need to list ingredients like other foods