

DIXIE

A look back at milestone moments.

The history of Dixie® paper cups and disposable tableware.

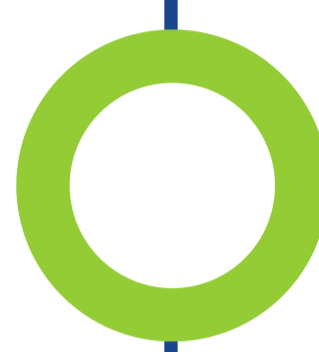
Dixie® has been instrumental in giving us confidence in every meal moment.

From helping to stop the spread of germs, to giving us disposable containers and tableware for everyday convenience — Dixie® has always been there.

Invented To Stop The Spread Of Germs

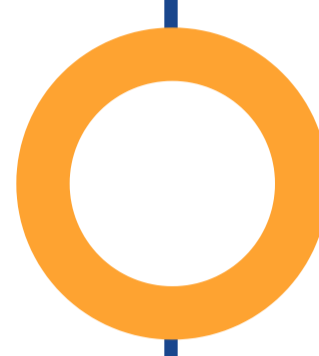
1907

Lawrence Luellen, an inventor from Boston, Massachusetts invented a paper cup to help stop the spread of germs caused by people sharing drinking glasses and tin dippers found in communal drinking water sources.



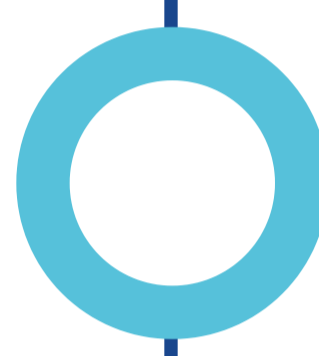
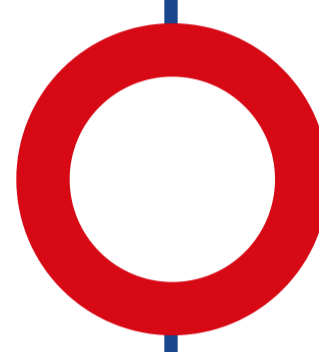
1910

Lawrence Luellen and Hugh Moore moved to New York to incorporate the Individual Drinking Cup Company. They hired engineers to develop machinery to produce cups manufactured with minimal human touch. The new cups were called Health Kups.



1916

Faced with competition from other paper cup manufacturers, Hugh Moore recognized their Health Kups needed a more memorable name. Moore asked the Dixie Doll Company of New York if he could borrow their name — and the Dixie® brand name that we know today was born.



1921

Following the global pandemic of 1918, the need for safe drinking cups was greater than ever. Dixie® produced the first line of packaged Dixie® paper cups for use

Playing A Part In America's Fun Times

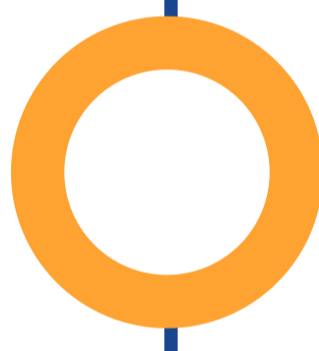
1923

Luellen and Moore developed a franchise plan with ice cream makers across America to create the first individually packaged Dixie® ice cream cups.



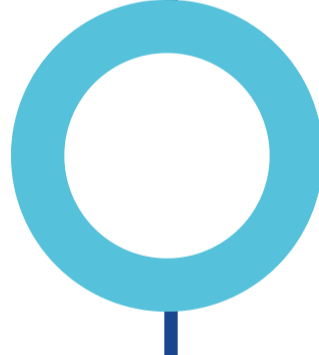
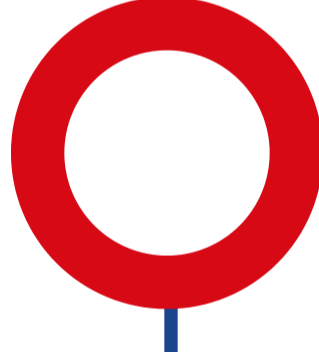
1928

The Dixie Circus, a Dixie® sponsored radio show, introduced children to a colorful cast of circus animals whose pictures were under their collectible ice cream lids.



THE LATE 1940s

The fast food industry began to emerge and Dixie® met the demand by producing custom containers for restaurants, lunch counters, and more. This growing trend provided another opportunity for Dixie® — the need for plates, so they created the first disposable paper



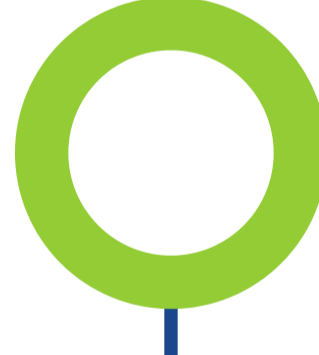
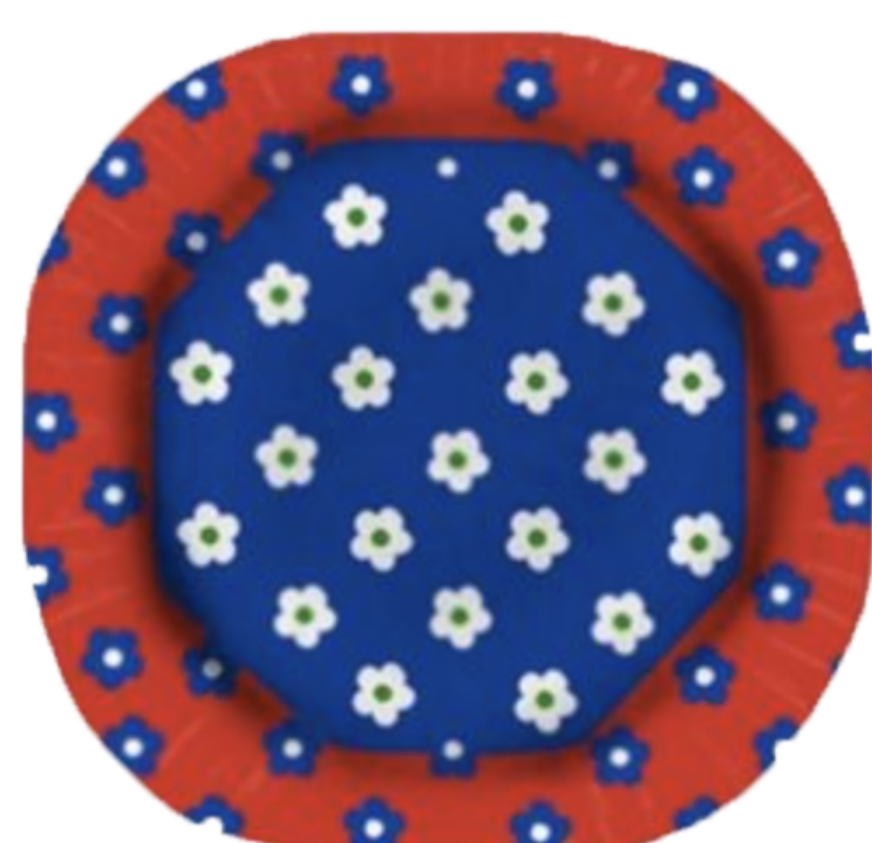
1952

Dixie® introduced The Dixie Cocktail Time set. It included three sizes of exclusively processed cups designed for alcoholic beverages.

Creating A Stronger, Better Product

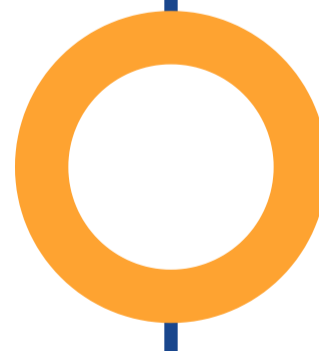
1987

The Dixie® brand split into two distinct lines: heavy-duty plates called Superware and casual lunch plates called Livingware.



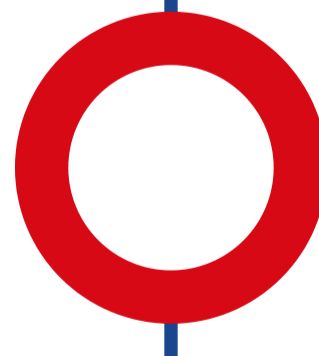
1990

Dixie® explored methods for removing solvents from their manufacturing process to help the environment, which resulted in a Soak Proof Shield™. It was designed to keep heavy sauces and greases from soaking through disposable plates.



1997

Experimenting with how to make cold cups stronger, a Dixie® engineer accidentally created the PerfectTouch® cup, an insulated cup with a non-slip grip.



THE 2000s

Dixie® revolutionized the food service industry with to-go products, including Dixie® Liddies. Portion cups with attached lids that made it easier to fill, store and serve sauces and Cutlery Dense Packs that made restocking easier for food service employees.

Innovations For Everyday Life

Dixie® continues to create disposable tableware solutions that allow you to be present for every meal moment by helping to make the occasion hassle-free. From developing plates, bowls, and cutting boards with a Soak Proof Shield™ and Flex Proof® Technology to on-the-go cups that are leak resistant, Dixie® is inspired to evolve with the mealtime needs of you and your family.

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