

Easy-Bake

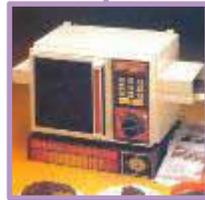
50th

ANNIVERSARY

est. 1963



60s 70s 80s 90s 00s



TODAY

A pop culture staple since its introduction in 1963 and one of Hasbro's top-selling items of today, EASY-BAKE brand ovens continue to be cherished favorites for bakers-in-the-making. In 50 years, more than 30 million EASY-BAKE brand ovens have been sold and more than 150 million mix refills used.

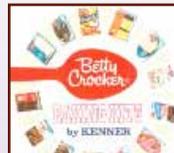
Since 1963, there have been 12 different EASY-BAKE oven models introduced in a wide variety of colors, each design reflecting the popular kitchen styles of its time. In 2013, the beloved EASY-BAKE brand celebrates 50 years of classic kitchen play – here's a look back at a sweet history that expands over half a century:



1963: America's first working toy oven debuted as a turquoise range with a carrying handle and pretend stovetop. Invented by designers at Kenner Products (now owned by Hasbro) the oven sold for \$15.95.



1967: By its fifth birthday, EASY-BAKE had become a household name. Accessories like the EASY-BAKE Bubble-Gum Set, EASY-POP CORN POPPER, and EASY-BAKE Candy-Bar Set let kids bake a variety of new recipes in their ovens. For the cooks that craved something more savory, the EASY-BAKE KIDDIE DINNERS Set offered a complete meal in a tray partitioned like a mini TV-dinner, including meat and macaroni, peas, and carrots.



1968: One of America's top names in food, Betty Crocker, joined the fun with a line of miniature boxed mixes created specifically for EASY-BAKE ovens. Children were cooking up their own tiny versions of popular treats, from Devil's food cake to Bisquick pancakes.



1971: Avocado green was the popular color in kitchens across America, and three EASY-BAKE models were introduced in the stylish hue: the PREMIER EASY-BAKE oven, the floral detailed CONTEMPORARY EASY-BAKE oven, and the SUPER EASY-BAKE oven, which baked cakes twice as big as before in double-size slide-through pans. By year's end, more than five million EASY-BAKE ovens had been sold.

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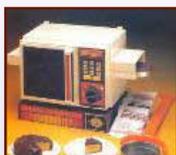
1973: To celebrate its tenth year on the market, the EASY-BAKE oven got a fashionable update in bright "poppy red" with tartan accents.



1974-1977: Line extensions in the mid-70s included the EASY-BAKE Potato Chip Maker, EASY-BAKE Pizza Maker, and the EASY-BAKE Baking and Decorating Set, which let bakers-in-the-making add a bit of frosting flair to their culinary creations.



1979: As microwave ovens became a kitchen staple, the EASY-BAKE oven remained on trend with a redesign that looked just like a real microwave. The MINI-WAVE oven baked cakes, cookies, and other delectable snacks faster than any EASY-BAKE oven before it.



1981: The EASY-BAKE brand entered the '80s with a sleek orange, white and brown oven that used one 100-watt bulb and came with two slide-thru baking pans, a pan pusher and tasty mixes. New mixes included the EASY-BAKE Brownie & Cookie Set, the EASY-BAKE Cake & Frosting Set, the EASY-BAKE Deluxe Baking Set and a Strawberry Shortcake® bake set.



1991: The EASY-BAKE brand became part of the Hasbro family through the Company's purchase of Kenner. In addition to an updated EASY-BAKE oven, the EASY-BAKE Super Treat Center was introduced, which allowed kids to make their very own ice cream, ice pops, soda, and fudge candy. An accompanying recipe book contained more than 80 delicious recipes.



1993: The EASY-BAKE oven celebrated 30 years by unveiling the first EASY-BAKE Oven & Snack Center, a contemporary white, black, and hot pink oven equipped with a special warming tray that could melt tasty toppings like nacho cheese, marshmallow, and more.



1996: The EASY-BAKE Mix'n Make Center was introduced, the only kitchen toy with a real working mixer and blender which enabled kids to make desserts and drinks.



1998: For EASY-BAKE's 35th birthday, the first national search for the EASY-BAKE "Baker of the Year" was launched at the 95th American International Toy Fair in New York. In October, nine year-old Lindsey Thompson of Little Rock, Ark. won the first ever "Baker of the Year" award for her recipe entitled "Toffee Trifle Cake."



1998-1999: New EASY-BAKE bake sets were added, featuring classics such as Kellogg's Pop-Tarts®, M&M's®, Dunkin' Donuts® and OREO®, and offering kids the latest in delicious flavors for their baking treats.



2002: The QUESY BAKE COOKERATOR let kids create ooey, gooey, gross-looking treats like Dip N Drool Dog Bones and Mud N Crud Cake.

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2003: EASY-BAKE turned 40 years old and celebrated the monumental year with the introduction of the EASY-BAKE REAL MEAL Oven, which allowed kids to make an entire meal – from appetizer to dessert. For the first time in EASY-BAKE history, there was no light bulb required...just plug 'n play! In addition, "The EASY-BAKE Oven Gourmet" was published, highlighting 32 original EASY-BAKE recipes from culinary superstars like Bobby Flay, Mark Bittman, and Rick Bayless.



2006: The EASY-BAKE Oven was inducted into the National Toy Hall of Fame.



2007: EASY-BAKE Essentials hit the market, a line of accessories 'essential' to the success of any aspiring baker! The tasteful line included everything a young gourmet needed, from a rolling pin to measuring cups to a colorful chef's hat.



2009: The EASY-BAKE oven returned to its original aqua color with the classic side-loading EASY-BAKE Oven and Snack Center.



2010: Ordinary kitchens became gourmet bake shops with the EASY-BAKE MICROWAVE & STYLE DELUXE DELIGHTS Cake and Cookie Kit, a deliciously fashion forward microwavable bake set that offered kids the opportunity to show off their creativity with edible works of EASY-BAKE art, cooked in the microwave in seconds.



2011: The EASY-BAKE brand retired the light bulb and introduced a way for chefs-in-training to bake up tasty treats with the EASY-BAKE Ultimate Oven, which uses a heating element similar to a conventional oven. Plus, a larger cooking chamber and bigger baking pan meant kids can cook even more EASY-BAKE treats.



2013: Hasbro, Inc. celebrates 50 years of classic kitchen play with the iconic EASY-BAKE brand. To commemorate this milestone anniversary, the EASY-BAKE brand will 'mix things up' and unveil a new color scheme for its popular EASY-BAKE Ultimate Oven: a sleek silver, blue, and black model. Also available this year, the EASY-BAKE Ultimate Decorating Pen Kit allows bakers to turn their delicious treats into beautiful masterpieces.

