

J.M. Schneider – “Taste the difference quality makes”

Saturday, June 7, 2014

11 am – 1:30 pm (includes lunch) (doors open at 10:30 am)

**Concordia Club, Jägerstrube Room
429 Ottawa Street South, Kitchener, Ontario**

Back in 1890, J.M. Schneider and his wife, Helena, made the decision to make sausages and sell them door-to-door, and at the local market. J.M. used the country-style sausage recipe that his mother used. The sausages were so popular that by 1891, J.M. had registered his business with the town of Berlin, as Kitchener was known back then.

A family-run business empire grew from these humble beginnings. Product diversification, and developments in recipes, brand marketing, and research into new manufacturing methods, along with a dedicated workforce, led to 108 years of successful operations. Schneider’s has held the top two positions in the marketplace – consumers could “taste the difference quality makes”.

An archive of the company’s history and artifacts was established in 1986 to house the collection in anticipation of the company’s Centenary in 1990.

***Karen Trussler** was hired as the archivist for Schneider’s in late 1988. She was a member of the editorial committee for the 100th anniversary book, A Legacy of Quality, and continues to manage the archives to this day. Karen holds a Master of Arts in history. She has taken archival courses and has earned her Certified Records Manager designation – CRM. Join Karen as she traces the evolution of the iconic Schneider’s brand and see select artifacts from the archives.*

Pre-registration is required. Questions? Contact: info@culinaryhistorians.ca

Payment by cheque only. Registration will be confirmed once payment has been received. Unfortunately, we cannot process credit card payments for this event. Registrations are non-refundable, but are transferrable if you cannot attend. Buffet lunch features deli sandwiches, soup, German potato salad, and apple strudel.

Culinary Historians of Canada

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Name: _____

Phone: _____

E-mail: _____

- Early bird registration (before May 16): \$32 (includes taxes)
- Regular registration (after May 16): \$35 (includes taxes)

Please make cheques payable to: Culinary Historians of Canada

Mail registration to: Judy Chow, 27 Old Colony Trail, Guelph, ON, N1G 4A4

