

Sweet 'N Low and Butter Buds Promotional Materials

Sweet 'N Low and Butter Buds Promotional Materials,
1979-1985



Title Statement

Sweet 'N Low and Butter Buds Promotional Materials Sweet 'N Low and Butter Buds Promotional Materials,
1979-1985 Ms.2012.058

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Profile Description

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Descriptive Summary

Unit ID

Ms.2012.058

Unit Date

1979-1985

Language

English .

Abstract

The collection includes promotional materials for two Cumberland Packing Corporation Products: Sweet 'N Low and Butter Buds from 1979-1985.

Creator

Bernard Food Industries (Evanston, Illinois)

Creator

Cumberland Packing Corporation

Extent

1.9 Cubic Feet 2 boxes

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Access Restrictions

Collection is open for research.

Use Restrictions

Permission to publish material from Sweet 'N Low and Butter Buds Promotional Materials must be obtained from Special Collections, Virginia Tech.

Acquisition Information

The Sweet 'N Low and Butter Buds Promotional Materials were purchased by Special Collections in June 2012.

Processing Information

The processing, arrangement, and description of the Sweet 'N Low and Butter Buds Promotional Materials was completed in October 2012.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Sweet 'N Low and Butter Buds Promotional Materials, Ms2012-058, Special Collections, Virginia Tech, Blacksburg, Va.

Historical Note

The Cumberland Packing Corporation has been operating for over 50 years and mainly produce sweeteners and flavor enhancers. The company started producing Sweet 'N Low as a sugar substitute in the late 1950s. Butter Buds began production in the 1970s.

Scope and Content

The collection includes promotional materials for two Cumberland Packing Corporation Products: Sweet 'N Low and Butter Buds.

The majority of the collection consists of materials relating to Sweet 'N Low, including advertisements (storyboards and paper campaigns), flyers, distribution and purchasing information, and recipes. There are four sets of promotion materials from 1979, 1980, 1981, and 1985. The collection also includes a 1979 display board for Butter Buds with pamphlets. Box 2 contains the original packaging materials.

Keywords

History of Food and Drink
Sweet 'N Low (Trademark)
Advertisements

Arrangement

Display and promotional materials are arranged chronologically. Original packaging materials are in a separate box.

Description of Subordinate Components

Display and Promotional Papers

Unit Date 1979-1985

1979 Display and Promotional Materials

Unit Date 1979

box-folder 1 (box)

Container 1 (folder)

1980 Advertising Material**Unit Date** 1980**box-folder** 1 (box)**Container** 2 (folder)**1980 Promotional Materials****Unit Date** 1980**box-folder** 1 (box)**Container** 3 (folder)**1981 Advertising Materials****Unit Date** 1981**box-folder** 1 (box)**Container** 4 (folder)**1985 Promotional Materials****Unit Date** 1985**box-folder** 1 (box)**Container** 5 (folder)**Packaging Materials****Unit Date** 1980s**box** 2