

BIG LEAGUE CHEW®

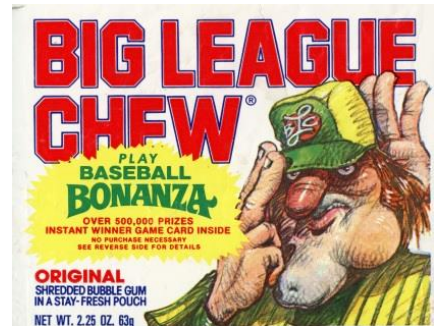
★ BUBBLEGUM FUN SINCE 1980 ★

Founded by former left-handed pitcher Rob “Nellie” Nelson, Big League Chew started from humble beginnings in the Portland Mavericks bullpen in 1977. Since hitting the shelves in 1980, the iconic pouches packed with shredded, flavorful bubble gum have become the preferred chewing gum for all ages having sold over 800 million pouches to date! Big League Chew is bubble gum fun for all!

1977 – Sitting in the Portland Mavericks bullpen with Mavs teammate and former New York Yankee Jim Bouton, Nellie shared his idea for shredded bubble gum as an alternative to chewing tobacco for athletes.

January 1979 - Nelson discovered an advertisement for homemade bubble gum kits in an edition of *People Magazine*, where he then ordered several kits to begin producing his first batches of bubblegum.

February 6, 1979 – Coincidentally, on the same day as Babe Ruth’s birthday, Nelson gave life to Big League Chew when he cooked his first batch of Big League Chew using the homemade kit and a round pizza knife to cut the bubble gum into shreds. Using empty pouches, he packaged the shredded bubble gum and created the first bag of Big League Chew.



1979 – After finalizing an agreement with candy manufacturer Amuro, one of Wrigley’s wholly owned subsidiaries, Nelson connected with Ron Ream, who worked to perfect the consistency and color of Big League Chew. The three-year contract would turn into a 30-year relationship.

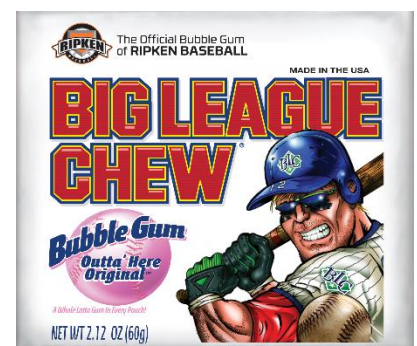
1980 – Atlanta artist Bill Mayer brings life to Big League Chew by producing the now iconic artwork for the shredded bubble gum’s first pouch.

January 1980 – Big League Chew is introduced for the first time in a local convenience store as a free product for customers to try. Within two hours of being on display, all of the pouches had been taken making Big League Chew an instant hit. The national launch of the pouches came soon after resulting in \$18 million in its first year of sales.

2010 – After a 30-year relationship with Wrigley, Big League Chew started a new relationship with Ford Gum, allowing the brand to bring the company’s bubble gum production back to the United States, where it is currently manufactured in Akron, N.Y.

2012 – Big League Chew introduces partnership with My Big League Chew to give fans the opportunity to have their picture on a pouch of Big League Chew bubble gum.

April 2012 – Big League Chew extends its product line past shredded bubble gum to include gum-filled lollipops, gumballs and more.



August 2014 – At the annual Babe Ruth League Cal Ripken World Series, Big League Chew set a Guinness World Record for Most People Blowing Bubble Gum Simultaneously (721).

2015 – Big League Chew celebrated its 35th Anniversary! In honor of the anniversary, the City of Portland proclaim August 19, 2015 as “Rob Nelson Day”

2016 – Big League Chew unveils its 5-ball gumball tube, available in *Outta’ Here Original* and *Ground Ball Grape* flavors.