

The Evolution of

Pumpkin Spice

From Cake to Canines

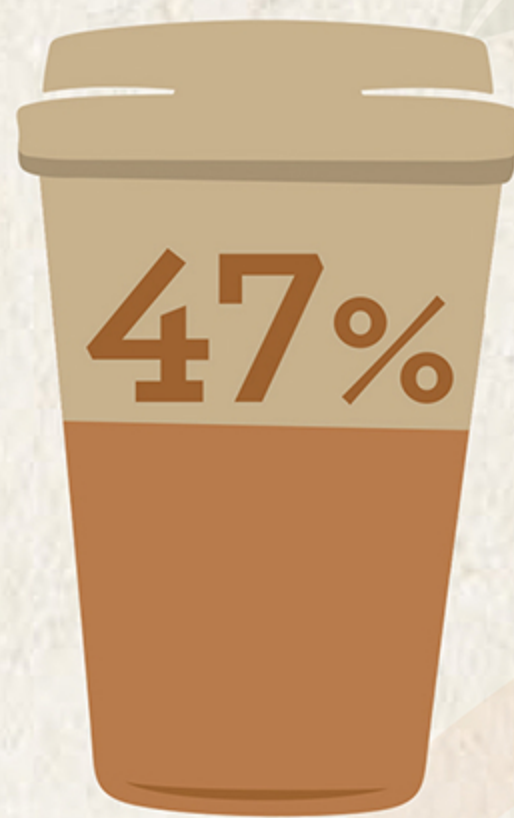
How the iconic fall flavor progressed from a holiday pie to practically everything – even dog treats!

1936

The Washington Post shared one of the first published references of “PUMPKIN SPICE” in a recipe for a Pumpkin Spice Cake*.



Spicy STATS:



of people surveyed say they drink pumpkin spice-flavored lattes or coffee.

1950's

Pumpkin pie SPICE BLENDS hit grocery store shelves.

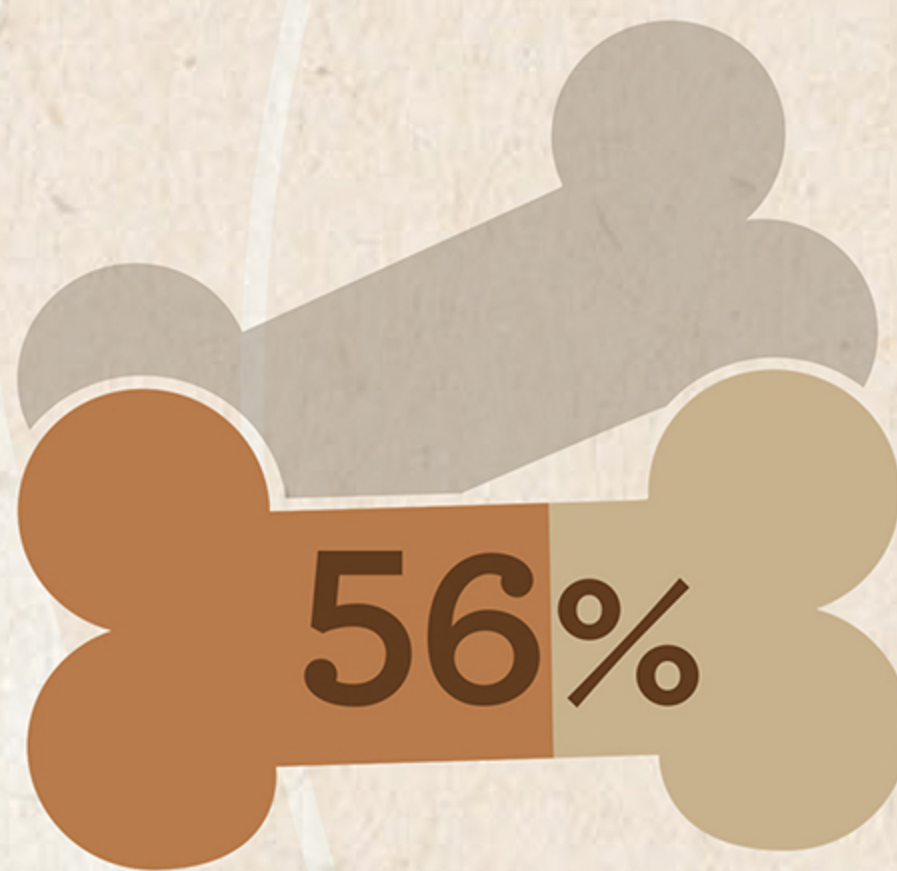


of people surveyed say they buy three or more different pumpkin spice products each year.



2003

The PUMPKIN SPICE LATTE started heating up the fall coffee scene.



of dog owners surveyed say they would buy a pumpkin spice-flavored product for their dog!

Following the popularity of the latte, pumpkin spice became the quintessential symbol of fall.

Now every autumn, more and more pumpkin spice products dominate store shelves, signifying the start of fall with PUMPKIN SPICE EVERYTHING – from snacks and cereals to scented candles, beauty products and even dog treats!



2017

Pups even got their paws on the craze when the GREENIES™ brand introduced LIMITED EDITION PUMPKIN SPICE FLAVOR DENTAL TREATS for dogs.



Find them this fall at Chewy.com!



* <https://www.washingtonpost.com/recipes/pumpkin-spice-cake-tweaked/16067>
Survey conducted by OnePoll on behalf of the GREENIES™ brand with a sample of 1,000 American dog owners from August 23, 2018 - September 3, 2018.
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