

Elmer Candy Corporation

Elmer Candy Corporation was founded in 1855 as the Miller Candy Company in New Orleans, Louisiana.^[2] The company sells seasonal holiday candies and, in 2014, was the second-largest manufacturer of Valentine boxed chocolate in North America.^[2]

Contents

[History](#)

[Products](#)

[Gallery](#)

[References](#)

History

In 1855, a German immigrant, Christopher Henry Miller, started the Miller Candy Company in New Orleans.^[3] When Augustus Elmer married Miller's daughter, the company name was changed in the early 1900s to Miller-Elmer Candy Corporation. Elmer's five sons joined the business and, around 1914, the company became Elmer Candy Corporation.^[1]

In 1936, the Elmer brothers came up with a new cornmeal based cheese curl. A product naming contest was held in New Orleans, and the winning name entry was CheeWees. In 1946, a new company, Elmer's Fine Foods, was formed to market their new cheese curl product,^[4] but the brothers continued operating Elmer Candy Corporation for their chocolate business.

In 1963, Roy Nelson, a native of Chicago, bought Elmer Candy Corporation, including the trademark name, CheeWees, from the descendants of Augustus Elmer.^[3] The Elmer family retained control over Elmer's Fine Foods and continued to sell their cheese curls under various names.

In 1993, Elmer's Fine Foods repurchased the trademark name CheeWees from Elmer Candy Corporation.^[4]

Roy Nelson recruited his son, Allan, to help manage Elmer Candy Corporation. In 1970, due to antiquated facilities in New Orleans, the Nelsons moved their company about 60 miles (97 km) northwest, to Ponchatoula, Louisiana.^[1] In order to stay competitive with larger chocolate companies, the Nelsons concentrated on production of seasonal holiday chocolates (Valentine, Easter, and Christmas) for regional consumption.^[5]

By 2004, Robert Nelson, Allan's son, was president of Elmer Candy Corporation.^[1]

Products

Elmer Candy Corporation

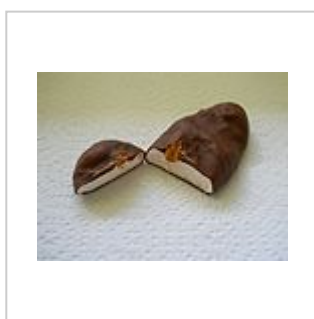
	
	
Type	Private
Industry	Manufacturing
Founded	1855
Headquarters	<u>Ponchatoula, Louisiana</u>
Key people	Robert Nelson, President ^[1]
Products	Confectionery
Number of employees	164 in 2014 ^[2]
Website	<u>Elmer Chocolate</u> (http://www.elmerchocolate.com)

- *Heavenly Hash Egg* consists of a marshmallow center that contains two roasted almonds and has an outer coating of milk chocolate.^[6] In 1923, Elmer's acquired the recipe for Heavenly Hash from a New Orleans department store. Besides the original version, Elmer's also produces a strawberry marshmallow Heavenly Hash, and a dark chocolate version of the original.^[7]
- *Gold Brick Egg*, first introduced in 1936, is a milk chocolate bar with chopped pecans.^[1] Two other versions include dark chocolate, and milk chocolate with bits of malted milk.^[7]
- *Pecan Egg* consists of a nougat center, covered in caramel and chopped pecans.^[7]
- *Boxed chocolates* include five flavors: caramel in a milk chocolate shell, strawberry creme covered in milk chocolate, raspberry chocolate truffle in a dark chocolate shell, chocolate fudge covered in milk chocolate, and orange creme in a dark chocolate shell.^[8]
- *Gold Brick topping* is a milk chocolate sauce with bits of pecan. It is the only company product available throughout the year.^[5]

Gallery



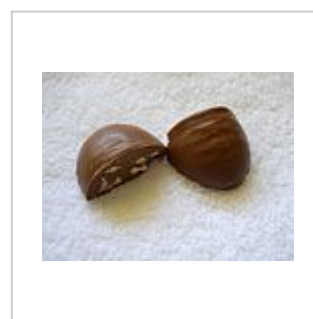
Heavenly Hash wrap



Heavenly Hash egg



Gold Brick wrap



Gold Brick egg



Pecan Egg wrap



Pecan Egg



Valentine
boxed
chocolates

References

1. Mark Miester and Michael DeMocker. 2004. Robert Nelson—Elmer Candy. *Tulanian*, Tulane University, New Orleans, Louisiana (http://tulane.edu/news/tulanian/robert_nelson_elmer_candy.cfm) Retrieved 2015-03-29
2. Louisiana Economic Development News Release (December 30, 2014)—Elmer Chocolate announces \$40 million manufacturing expansion in Ponchatoula (<http://www.opportunitylouisiana.com/index.cfm/newsroom/detail/1028>) Retrieved 2015-03-29

3. Old New Orleans—Elmer's Candy (http://old-new-orleans.com/NO_Elmers.html) Retrieved 2015-03-29
 4. History of Elmer's CheeWees (<http://www.elmerscheeweese.com/Articles.asp?ID=142>) Retrieved 2015-03-30
 5. Elmer Chocolate (<http://elmerchocolate.com/about>) Retrieved 2015-03-30
 6. Langenhennig, Susan. 2013. The making of a sweet Easter treat: Elmer's CEO talks Heavenly Hash and Gold Bricks. NOLA.com (The Times–Picayune) (http://www.nola.com/dining/index.ssf/2013/03/heavenly_hash_gold_brick_and_p.html) Retrieved 2016-08-13
 7. Elmer's Easter season chocolates (<http://elmerchocolate.com/easter>) Retrieved 2015-03-29
 8. Elmer's boxed chocolates (<http://elmerchocolate.com/chocolates>) Retrieved 2015-03-30
-

Retrieved from "https://en.wikipedia.org/w/index.php?title=Elmer_Candy_Corporation&oldid=994852928"

This page was last edited on 17 December 2020, at 21:38 (UTC).

Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.