

History of Pliny's Pickles

Pliny's Pickles is located out of Philadelphia, Pennsylvania and was started by Alexander Fogelman.

Fogelman emigrated from Poland to the United States during the mid 19th century and then began Pliny's out of the cellar of his small New York home. The idea came about during a lunch break at the mill

Alexander worked at. Everyday Alexander would bring one kosher dill pickle to accompany his bland bread-and-potato diet, and on this particular day a co-worker asked for a bite of his slimy cucumber.

Alexander obliged, and to his surprise the man ate the entire pickle. His co-worker couldn't get enough,

Alexander's pickle was the best thing to relish his taste buds in years. "I want one of these every day from now on," exclaimed the man. Alexander agreed to bring a pickle for the man every day for a small price.

Quickly word spread around the mill of Alexander's delicious pickles, and soon he was making money hand over fist. He eventually had a steady income from his pickle endeavors and quit his job at the mill.

With that Alexander established his pickle empire, Pliny's Pickles.

Pliny's Pickles is named after Pliny the Younger, a Roman lawyer and author, because Alexander

admired him for his work. Today the company is huge, it spans all of the U.S. and Pliny's Pickles can be found in nearly any gas station, liquor store, or corner deli. They are still based out of Philadelphia, but

now Alexander's great grandson Jacob leads the company. The pickles are still sold individually as

Alexander would sell them, but are now packaged in small plastic baggies. Today the image of the

company is less noble than it used to be. Alexander took pride in the quality of his pickling skills, but now

because of advancements in technology the pickles are no better than any other company. Thus, the

company's image is based on a joyful, witty caricature of Pliny the Younger and his fictional obsession

with pickles. A small cartoon series is printed onto the back of every pickle bag that tells the story of

Pliny's discovery of the tasty, bitter treats. Pliny's character, the guy on the pickle, is rough on the

outside, but has a crispy core. Thus Pliny is the tough Roman scholar that has a secret, a strange obsession with pickles.