



Over the past 40 years there have been 11 EASY-BAKE Oven models. Since 1963, each revision reflected the colors and oven styles of their day. Here are some fun facts to tickle your EASY-BAKE I.Q.:

**In 1963:** America's first working toy oven, was turquoise and had a carrying handle and fake stove top. It was invented by designers at Kenner Products (now a division of Hasbro). In its first year, over 500,000 lucky kids talked their parents into spending \$15.95. By its fifth birthday, the EASY-BAKE Oven was a household name.

**In 1965:** Hasbro introduces the Easy-Pop Corn Popper, Bubble gum set, Birthday Cake, Party set and Kid Dinners - these were mini TV-dinner-like trays partitioned into three sections to hold beef and macaroni, peas and carrots. I know, I know, (be still my stomach) but hey kids were eating their vegetables.

**In 1968:** General Mills creates very cool miniature boxed versions of its Betty Crocker products for the EASY-BAKE Oven. I still have some - unopened, of course.

**In 1969:** The Premier avocado green (which matched the shag carpet) EASY-BAKE Oven came out with more dials, a fake clock and even an oven hood.

**In 1970:** Avocado green was replaced by harvest gold (ah, the 70's) when the new Super duper EASY-BAKE Oven -- hit the market. It baked cakes up to twice as big as the original model and included a working 20-minute timer. 20 minutes? I thought it was 12. No wonder my cookies never crumbled.

TODAY



**In 1973:** Since the world needed more snacks, The EASY-BAKE Potato Chip Maker makes the scene.

**In 1978:** The country's favorite oven goes high tech with an orange, white and brown Mini-Wave Oven that resembled a microwave. It also had a mock digital clock that always said 12:30. Mock my eye, if it constantly read 12:30, it looked just like the clock on my microwave... my TV, my coffeemaker...



**In the 80's:** The new EASY-BAKE Dual-Temp Oven let you bake treats on "high" or "low." And, once again got a fashion maker-over - like Mom's new appliances - -- white was the new black.

**In 1993:** The EASY-BAKE Oven & new Snack Center (with a warming tray to melt toppings) was pretty in pink.

**By 1997:** With more than 16 million EASY-BAKE Ovens having been sold, the product line expands to include even more delectable edibles; Crème Pups Bake Set made little cake sandwiches, All My Love Chocolates kit made candy, Tiny Turnovers Bake Set made pastries. Also, EASY-BAKE crosses the T's and dots the I's with Kellogg's pop-tarts, M&M's, Dunkin' Donuts and Oreo Cookies... oh, stop drooling.

**In 2003:** EASY-BAKE Oven turns 40 and introduces the Real Meal Oven allowing kids to make full meals with their EASY-BAKE Oven including Macaroni & Cheese, Pizza and even French Fries. Additionally, EASY-BAKE takes on a brand new modern look with the new updated Deluxe microwave style oven design.

**In 2006:** The EASY-BAKE Oven gets inducted into the National Toy Hall of Fame.

**In 2007:** EASY-BAKE Oven went back to its classic style with the EASY-BAKE Oven and Snack Center.