

## **Knowledge in a Nutshell on Popular Products**

Charles Reichblum, John Dryer



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Knowledge in a Nutshell on Popular Products Heinz Edition looks inside one of the world's most famous companies and tells the amazing story of its founder and development along with the many surprising food facts about Charlie the Tuna, Morris the 9-Lives Cat, how vinegar can help you with household chores and what honeybees and pickles have in common.

Find out Why Henry Heinz chose "57 Varieties" for its slogan when they had more than 57 at the time...What popular food product was used as a medicine by Hippocrates in 400 B.C...How Henry Heinz literally "sank" his competition...You put ketchup on hot dogs-but why are they called hot dogs...Why accountants are called "bean counters."

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