

Legislation Text

File #: 130859, **Version:** 0

Proclaiming that the City of Philadelphia recognizes the life of Carl Goldenberg, the third-generation of operators of the Goldenberg Candy Co., the originator of Goldenberg's Peanut Chews.

WHEREAS, In 1890, the Goldenberg Candy Co. was founded by Carl Goldenberg's grandfather, David, a Romanian immigrant, in the Kensington section of Philadelphia; and

WHEREAS, In 1917, the Goldenberg Candy Co. began producing Goldenberg's *Peanut Chews*, which were used by the U.S. military as a ration bar during World War I; and which, following the Second World War, became the sole focus of the Goldenberg confectioners; and

WHEREAS, *Peanut Chews* were produced in a plant on Wyoming Avenue in Feltonville for 50 years before the company moved to a larger facility on State Road in Northeast Philadelphia in 1997; and

WHEREAS, Carl Goldenberg, the third-generation operator of the Goldenberg Candy Co., graduated from Penn State University with a degree in Economics in 1950; and

WHEREAS, Following a four-year stint as a Lieutenant in the Air Force during the Korean War, Goldenberg returned to his hometown and joined the family candy business in Northeast Philadelphia; and

WHEREAS, Goldenberg, a native Philadelphian, managed the Goldenberg Candy Company for 55 years; and

WHEREAS, In 1986, Carl Goldenberg received Candy Industry's Kettle Award, in recognition for his accomplishments as an executive and his service to the industry; and

WHEREAS, Following the sale of the Goldenberg Candy Co. to Just Born, Inc. in 2003, the name Goldenberg was removed from the *Peanut Chews* label, only to be restored after sales dropped; and

WHEREAS, Carl Goldenberg, was the last president of the Philadelphia Manufacturers of Confectionery and Chocolate, a professional association of manufacturers of Goobers, Raisinets, Sno-Caps, Good & Plenty, and the 5th Avenue Bar, all candies that were, at one time, manufactured in Philadelphia; and

WHEREAS, Goldenberg ensured that his world famous *Peanut Chews* continued to be produced in Philadelphia, as they have for almost 100 years; and

WHEREAS, Carl Goldenberg passed away on October 14th, 2013 in Philadelphia at the age of 85; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it celebrates the life and accomplishments of Carl Goldenberg, the third-generation operator of Goldenberg Candy Co., which created the world famous *Peanut Chew* that has been manufactured in the City of Philadelphia since 1917.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Carl Goldenberg's family as evidence of the sincere sentiments of this legislative body.