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Brand name of snack cracker by Nabisco RitzProduct typeCrackersOwnerMondelez InternationalCountryUnited StatesIntroduced1934; 91 years ago (1934)MarketsWorldwideWebsitewww.ritzcrackers.com Ritz Crackers is a brand of snack cracker introduced by Nabisco in 1934. The original style crackers are disc-shaped, lightly salted, and approximately 46 millimetres (1.8 in) in diameter.[citation needed] Each cracker has seven perforations and a finely scalloped edge. Today, the Ritz cracker brand is owned by Mondelēz International.[1] A single serving of the original cracker (about 5 crackers or 15 grams) provides 330 kilojoules (79 kilocalories) of food energy, 1 gram of protein, and 4 grams of fat; the whole wheat variety provides 290 kJ (70 kcal) and 2.5 grams of fat. In the early 1900s, the Jackson Cracker company of Jackson, Michigan, developed a small, round cracker called the Jaxon. The company was bought by Nabisco in 1919. Nabisco introduced the Ritz Cracker in 1934.[2] Looking to compete with the similar Hi Ho cracker made by their competitor Sunshine Biscuits, they tasked an employee, Sydney Stern, to create a name and a marketing plan. Stern chose the name 'Ritz', which appealed to individuals enduring the privations of the Great Depression by offering them "a bite of the good life". He also designed the blue circle/yellow lettering logo design, inspired by the round label inside his hat.[3] Beyond the branding, the design of the crackers themselves plays a functional role. The seven holes punched into each cracker allow steam to escape during baking, preventing air pockets and ensuring a uniform and consistent texture, without becoming overly crispy or flaky. [4] In 2011, Ritz was identified in a YouGov poll as the "best perceived snack brand" among American consumers.[5] A cartoon drawing of a box of Ritz Crackers can be seen in Mickey's Surprise Party (1939), an animated theatrical advertisement/cartoon short produced by Walt Disney Productions for Nabisco.[6] Ritz Crackers varieties include Original, Peanut Butter, Roasted Vegetable, Honey Wheat, Garlic Butter, Bacon, Reduced Fat, Hint of Salt, Whole Wheat, Everything and Ritz Fresh Stacks.[7] A 42-gram "fresh stack" sleeve typically consists of 13 crackers, and contains 220 calories. A standard 126-gram sleeve consists of 32 crackers, and contains 512 calories.[8] This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. (March 2015) (Learn how and when to remove this message) Ritz Crackers are available in the United Kingdom and Ireland in three varieties: Original and Cheese flavour, which were sold in 200 g boxes, and Ritz Cheese Sandwich (a cheese spread sandwiched between two Ritz Crackers), available in 125 g roll packs and 33 g snack packs. They are available as mini-crackers in 25g multi-packs. In May 2024, 200 g boxes were replaced with 150 g boxes but the price remained the same. A BBC report cited this as an example of Shrinkflation.[9] Food portal List of crackers ^ "RITZ Crackers Homepage". Archived from the original on May 14, 2019. Retrieved September 2, 2021. ^ Cross, Mary (2002). A Century of American Icons: 100 Products and Slogans from the 20th-Century Consumer Culture. Greenwood Press. pp. 88–89. ISBN 978-0313314810. Retrieved September 4, 2020. ^ Alioto, Daisy (August 10, 2016) How the Ritz Cracker Got Its Name Food & Wine Magazine. Retrieved June 13, 2017. ^ "The Mystery of Ritz Crackers - HomeDiningKitchen". homediningkitchen.com. Retrieved September 4, 2024. ^ Willett, Megan (September 24, 2012) The Most Popular Snack Food In America. Business Insider. Retrieved June 13, 2017. ^ "Mickey's Surprise Party (Still 6 of 6)". Walt Disney Company. Archived from the original on June 20, 2010. ^ Ritz Products, from the official site ^ Product Details ^ "Fewer crackers in Ritz boxes but price remains same". May 17, 2024. Retrieved May 20, 2024. Wikimedia Commons has media related to Ritz crackers. Official website Retrieved from " Do you also feel nostalgic when you think about old candy brands that are no longer available in today’s candy industry? A lot of people do! Nostalgic candy has become a real phenomenon in the modern candy world. As a result, leading snack and confectionery brands all over the world are trying to revive specific candies, chocolates, and snacks that we thought were long gone. Snack History is focused on the idea of bringing back the spirit of everyone’s favorite candies from the past century. That’s why we call it “Candy Nostalgia”. Snack History strives to be an informative database regarding snacks, candy, cereals, and drinks. Blogs and pages on this website contain as much information as possible about tasty topics in order to be useful and informative to the reader. It goes without saying that, nowadays, it’s hard to find completely accurate information about snacks. Sometimes blogs about our favorite candies are out of date, or just plain wrong. But Snack History plans to provide up-to-date and reliable information to the reader. Although we cannot guarantee the accuracy of our information, we will nonetheless strive to be a good resource for anything regarding snacks, candy, food, and drinks. Here our readers can discover information about the history of snacks, locations where you can find a specific type of candy or nutritional information about their preferred types of snacks. Who are our readers? Well, Snack History is for everyone: individual candy lovers, families, researchers, shoppers, and casual readers. We aim to be not just informative, but also an interesting and fun place for everyone to gather, learn about snacks and candy, and share our insights with each other! If you’re interested in the history of popular candy brands, ingredients, marketing campaigns, news, or other factual information about your favorite sweets, cereals, drinks, snacks, and gum, Snack History can help you! Snack History contains several resources to help our readers get the details about their favorite snacks. The most important resource of all on our website is the main list of snacks, which consists of a large compendium of various snacks, drinks, and candies to learn about. Other services offered by Snack History are information on how to buy snack items, nutritional content, and little-known facts about the history of the researched food item. Additionally, Snack History offers families tips on how to better enjoy their snack products, reviews of snacks and candies, ways to order snacks and candies online, candy from different eras, recipes, and fan/personal letters about everyone’s beloved candy items. Snack History also contains updated news information about various snacks, cereals, chips, foods, candies, and drinks. What’s more, we provide a great deal of information about the secret menus of various popular restaurants and food chains, meaning that you can find out tips and tricks on ordering exciting and delicious foods that aren’t on the regular menus. So, if you want to know if that formerly sold candy you lived on is back on shelves, check out Snack History to learn about it, as we keep you up to date on your latest snack and candy news. On Snack History, we offer diverse information about snacks, candies, candy brands, food, and drinks. If you click here, you will be transported to our page with the list of snacks, which is probably longer than you expected! Why? Because our big list of snacks, food, drinks, and candies includes numerous names of snacks from the letter A to Z. This means that the page contains all the data we have on products categorized in alphabetical order. The website for Snack History is very easy to navigate. Therefore, you can also access the list by using the navigation at the top of the page. And besides, you can also run a general word search by using the search bar at the top and in the right sidebar on the page, where you can type in your favorite item and get up-to-date information and facts about it. SEE MORE SNACKS AND CANDIES Snack History aims to become the largest database of snacks, candies, foods, and drinks. Our goal is to provide the latest information about the most popular candy brands worldwide, share our insights about the process of candy making, and give you practical tips about ordering snacks at your favorite places, too! One of the most important purposes of Snack History is to connect candy-lovers from all over the world. For this reason, we dedicated an entire category to international candy, where you can discover what the confectionery industry of various countries looks like and get inspiration from over 15 different cultures. Whether you’re looking for your favorite snack, researching the history of a particular candy for your college assignment, or looking to find lucky foods to help you at a no verification casino. So, get ready to dive into the history of snacks, and don’t hesitate to contact us if you’d love to share your ideas! Graham cracker crusts fill a very important dessert niche: a quick, simple crust for when you want pie, but can’t be moved to turn on your oven. As someone who hates sweating and literally always wants pie, I wish I could get more excited about them. I’ll never turn down a slice, but my least favorite places to find a graham cracker crust are my all-time favorite pies: key lime and lemon meringue. Graham crackers just don’t go with citrus, and you can’t convince me otherwise. I think they’re delicious with melted chocolate and gooey marshmallows, where their nutty, whole-wheat flavor and dry texture actually make sense. Citrus pies need something buttery to set off the filling, which is why I’ll always prefer them with a traditional pastry crust. But, as we covered above, there are times I just don’t want to make pastry—and I also don’t want graham crackers. To my mind, the perfect solution comes in the form of Atlantic Beach Pie, a dead-simple recipe I saw on Food52 and in the New York Times Cooking section last summer. The crust is just butter, sugar, and pulverized saltine crackers; the filling is a super simple condensed milk-and-lemon juice situation. Once it’s chilled and set, the whole thing gets topped with whipped cream and flaky salt. I’ve thought about this salty-sweet, key lime-lemon meringue mashup literally every day for about a year, but because I’m an idiot, I still haven’t made it. So now I’m making up for lost time—with one more substitution.Saltines are great, but Ritz crackers are scientifically perfect. They’re buttery and delicately flaky and just sweet enough, which is everything I want in a pie crust. Instead of saltines, I decided that I wanted a Ritz cracker crust. I also didn’t want to turn on my oven at all—it was pushing 90ºF in Philly yesterday—so I tweaked the method to be entirely no-bake. Here’s how to do it. Credit: A.A. Newton Blitz half a stick of butter and 2 tablespoons of sugar together in a food processor until smooth and creamy, then add 6 ounces (about a sleeve and a half) of Ritz crackers. Pulse until the crackers are finely ground and the mixture holds together, scraping down the bowl as needed. Press into an eight-inch pie tin and freeze while you make the filling, which is somewhere between lemon curd and condensed milk crème pâtissière. Naturally, I make it in the microwave. Whisk a whole can of condensed milk with a generous half cup of lemon juice and microwave the mixture until steaming hot, a minute or two. In a separate bowl, whisk together one whole egg, three yolks, and a quarter cup of cornstarch. Temper the eggs and starch with a cup of the hot condensed milk mixture, stir the tempered eggs back into the remaining condensed milk, and microwave in 30-second bursts until it thickens to a pudding consistency. Smooth out any lumps with an aggressive whisking (or a stick blender), cool slightly, and pour into your prepared crust. Press a piece of plastic wrap directly on the surface of the filling and refrigerate until firm, about 6 hours. If you like, freeze the pie for about an hour before serving; it’ll help the slices hold their shape. Top with whipped cream, lemon or lime zest, and flaky salt.Honestly, this might be my new favorite pie. I won’t lie and say that a different cracker variety totally solves the structural integrity problem of a no-bake crumb crust, but it significantly improves both the flavor and texture. Instead of dusty graham cracker crumbs, you get crispy little nuggets of extra-buttery Ritz in every bite—and between the added butter and the flavor of the crackers themselves, the overall flavor is a lot closer to a pastry crust than you’d think. It’s a genius swap that’ll work with any buttery, salty cracker you have on hand. I have a feeling I’ll be making a lot more pie this summer. Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. PREV PREVIOUS RECIPE NEXT NEXT RECIPE Download Ready In: 15mins Ingredients: 3 Yields: ingredients 1 1⁄2 cups Ritz cracker crumbs 3 tablespoons sugar 1⁄3 cup melted butter directions Mix together cracker crumbs and sugar.In a slow stream add butter, using a fork to toss well.Press into a 9-inch pie plate, moulding bottom and sides.Bake in a 350 degree, pre-heated oven for 10 minutes.Remove and cool. Want a Second Helping? Sign up for our newsletter to get recipes, easy dinner ideas, tasty treats and more delivered straight to your inbox. To withdraw your consent or to learn more about your rights, see the Privacy Policy. Try this with pumpkin pie! I just did as the store was out of pie crusts and had to wing it with what I had in the kitchen. It is AWESOME! This makes an outstanding base for plain vanilla cheesecake. I used the recipe inside the Philly box and subbed ritz for the graham crackers. Hubs and I both loved the touch of salt that the ritz cracker crust made with the cheesecake. It was just perfect against the creaminess of the cheesecake. I tried this a couple weeks ago, I think I need to add a few more ritz as both times the crust didn't quite fill the pan. I used cooked apples last time. My husband and I loved the salty taste with the apples. This time I am filling it with sugar free chocolate pudding. Ritz Cracker Pie Crust RecipeThis easy pie crust recipe utilizes Ritz crackers as a substitute for traditional pie crust, offering a unique twist on classic cheesecakes and no-bake pies. The subtle saltiness from the crackers provides a delightful change of pace, making this crust perfect for a variety of sweet and savory applications.Quick FactsPrep Time: 5 minutesCook Time: 10 minutesTotal Time: 15 minutesServings: 8Yield: 1 9-inch crustIngredientsFor the crust:1 ½ cups Ritz crackers, crushed6 tablespoons melted butter2 tablespoons white sugarFor the filling:1 cup (2 sticks) unsalted butter, softened2 cups heavy cream1 ¾ cups granulated sugar4 large eggs1 teaspoon vanilla extract1 cup sour cream1 cup chopped fresh berries (optional)DirectionsPreheat the oven: Preheat the oven to 350°F (175°C).Prepare the crust: In a mixing bowl, combine the crushed Ritz crackers, melted butter, and sugar. Stir until evenly incorporated.Press the crust: Pour the crumb mixture into a 9-inch round pie dish. Press evenly over the bottom and up the sides of the dish using a glass.Bake the crust: Bake in the oven for 7 to 10 minutes, or until golden brown.Cool the crust: Let the crust cool before adding the filling.Nutrition FactsNutrientValueCalories306Fat20gCarbohydrates28gProtein3gTips & TricksTo ensure the crust is evenly baked, rotate the pie dish halfway through the baking time.For a more golden crust, brush the crust with a beaten egg before baking.Experiment with different flavor combinations by adding a pinch of salt or a teaspoon of cinnamon to the crumb mixture.ConclusionThis Ritz cracker pie crust recipe offers a unique twist on traditional pie crusts, perfect for cheesecakes, no-bake pies, and more. With its subtle saltiness and crunchy texture, this crust is sure to impress. Try it out and share your experiences with friends and family – you never know who might discover this hidden gem! Autumn is here. Time for pumpkin spice, apples, cinnamon, pecans and Atlantic Beach Pie. Okay, maybe this is more of a summer pie, but is there anyone out there who wouldn't serve a creamy lemon lime pie during the holidays? I thought not, so let's move on. This is a great pie and I am forever thankful to my friend Lisa for recommending it and suggesting I make it with a Ritz Cracker crust. The recipe is originally from Katie Workman who shared it on a segment of NPR's Found Recipes. Katie got the recipe from Bill Smith of Crook’s Corner in Chapel Hill, who modestly states that it’s just a Carolina lemon pie. And I will admit that when I first saw the recipe, I thought it looked like the usual condensed milk lemon icebox pie. That is until I saw the cracker crust. Whether you use Saltines or Ritz, the crust makes the pie great. In all my years of making pie crusts, I don't recall ever making one with Ritz. They work beautifully! In this case the filling is a creamy lemon lime mixture so the buttery, saltiness of the Ritz enhances the tart sweet flavor of the citrus. You can see the original recipe here on NPR. It calls for an 8 inch pie dish, but since I don’t have one I used a 9 inch dish. The crust was done a little quicker than the original due either to the wider pie dish or the fact I used Ritz. Interestingly, the filling still took 16 minutes -- same as in the 8 inch pie dish. Here's what the finished pie looked like, and I apologize for the missing piece. Lastly, I thought I'd share a tip for saving pie so those of you with smaller households won't have to eat it over and over until it's gone. To save pie, take out a piece or two, freeze what's left of the pie, then use a chef's knife to cut the frozen pie into thirds. Next, wrap those frozen sections tightly and keep them in the freezer for whenever. Individual slices of frozen cream pie usually thaw in two hours in the refrigerator, while fruit pies can be thawed a bit and then reheated. Update: Atlantic Beach Pie can be made as 3 inch “minis” as well. If using 3 inch disposable pie tins (I buy them off Amazon), divide the crumb mixture among the pie shells and press down tightly. Bake for about 8 minutes. Let cool, then add filling and bake for about 12 minutes. Anna 1 ½ sleeves of finely crushed Ritz Crackers about 1 ¾ cups5 tablespoons softened unsalted butter3 tablespoons sugar1 can 14 ounces sweetened condensed milk4 egg yolks¼ cup each fresh lemon and lime juice1 heaping tablespoon mixed lemon and lime zest1 cup heavy whipping cream2 tablespoons powdered sugarCoarse sea salt for garnish (optional) Preheat oven to 350 degrees F.Combine crushed crackers and sugar and stir until well mixed, then add the butter and stir until the crumbs hold together. Press into an 8 or 9 inch pie pan. Chill for 15 minutes, then bake at 350 for 12-15 minutes or until nicely browned. I used a 9 inch pie pan and my crust was done in about 12 minutes.Whisk together condensed milk, and egg yolks, then whisk in the juices and zest. Pour into the baked shell and bake for another 16 minutes or until filling appears set (with the 9 inch pan it still took 16 minutes).Let the pie cool, then chill thoroughly for a few hours.Shortly before serving, make the sweetened whipped cream, put the cream in a mixing bowl and beat until it starts to thicken. Add the sugar and continue beating until thick (do not overbeat). Stir in about ½ teaspoon of vanilla if desired.Pipe the cream around the edges or spread over the top. Garnish with sea salt if desired. How can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today’s most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors’ Picks.Browse Editors' FavoritesHow can financial brands set themselves apart through visual storytelling? 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Ritz Cracker Pie Crust We’ve recently made Best Banana Cream Pie (with a different easy-press pie crust), and Lemon Ricotta Pie with a Ritz Cracker Crust, and we love the buttery flavors of this pie crust. Summer pies are my favorite! Also, a good charcuterie! Make a Grilled Tomatoes Charcuterie Board for Father’s Day weekend! Happy Father’s Day weekend My recent trip home to see my Dad for Father’s Day, we enjoyed a meal together (with our oldest) and Ginny’s homemade apple pie made with a almond-flour crust (I must get the recipe). Here are a few other delicious recipes for Father’s Day: Epic Grilled Breakfast Charcuterie Board Charred Grilled Corn Salad Epic Grilled Salmon Dinner Board Grilled Corn Bratwurst Dinner Board And then serve a pie! Ingredients for Ritz Cracker Pie Crust For a quick and easy pie crust, try using Ritz Crackers and your favorite cream-based filling. All you need is: Ritz Crackers Unsalted butter Kosher salt Brown sugar How to make a Ritz Pie Crust This go-to graham cracker pie crust recipe can be used with pies, bars, little mini cups, and more. The recipe is easy to create for your favorite homemade desserts. How to make a Ritz Cracker Pie Crust Keep a box of RITZ snack crackers in your pantry. Each 13.7 ounce box contains individually wrapped sleeves of crackers. A full box is 11.3 ounces, with three sleeves. This would equate to approximately 3.8 ounces per sleeve. For a recipe that called for 6 ounces, use two sleeves! Use a food processor (or place the crackers in a Ziploc bag; seal and use a rolling pin) to crush the crackers. Add remaining ingredients. Mix and press the crumbly mixture into a 9-inch pie crust. More pie recipes: In my humble opinion, pie crusts are generally what really make a pie! A soggy pie crust? No thank you! Lemonaide Pie Sour Cream Lemon Pie Banana Cream Pie [made with Vanilla wafers] Incredible Apple Pie Recipe [RecipeGirl] Summer entertaining is about grilling and a pie in the fridge, ready to share with others! A couple of our kids will be home with their dad this weekend. The question is, do we make him dinner, or do we let him make dinner? He loves to grill. Watch my Instagram story this weekend to find out! @reluctantentertainer Happy weekend! Print Recipe Pin Recipe Save RecipeSaved! Preheat oven to 350 degrees.In a food processor, or by hand, pulse or crush the Ritz Crackers into coarse shards. Then mix in the butter and sugar, either pulsing with your processor or breaking the cubes apart with your fingers until the cracker stick together when squeezed, but the texture remains rough and crumbly.Press into a 9-inch pie plate, molding bottom and sides to the dish. Bake for about 15 minutes, or until golden and browned, before adding your desired filling, like lemon or banana. Tag @reluctantentertainer on Instagram and hashtag it #reluctantentertainer! * Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs. ** Nutrient information is not available for all ingredients. Amount is based on available nutrient data. (-) Information is not currently available for this nutrient. If you are following a medically restrictive diet, please consult your doctor or registered dietitian before preparing this recipe for personal consumption. With Pi Day (March 14) just around the corner, I thought I’d share one of my favorite pies. This recipe comes from my Grandma Betty’s recipe collection. It is delicious and unique. A little chewy and crunchy. Sinfully sweet with a hint of salty. The perfect pie!! My Aunt Patty makes this every Thanksgiving, but I think it would be great on Pi Day or even Easter. This is a meringue crust which might sound scary, but it’s not hard at all. Check out the notes below for a couple tips! Make sure to tag June on Facebook or Instagram if you make any of these recipes! 3 Egg Whites, room temperature1 C Sugar + 1/2 tsp Baking Powder, combined1/2 tsp Pure Vanilla Extract14 Ritz Crackers, crushed2/3 C Pecans, chopped1/2 C Dates, chopped1 container Cool Whip or homemadeSeparate eggs and allow egg whites to sit at room temperature for at least 30 minutes before beating.Pre-heat oven to 325 degrees.Combine sugar and baking powder in a small bowl. Set aside.Grease a 9-inch pie plate with butter or cooking spray.In a glass or metal mixing bowl, beat egg whites until stiff.Gradually add sugar and baking powder mixture (1 tablespoon at a time is good). Beat until sugar is dissolved. You can test this by rubbing a small amount between your fingers. If it feels smooth, the sugar is dissolved.Beat in vanilla.GENTLY fold in crackers, dates and nuts.Spread into pie plate and bake 30 minutes.Place on cooling rack and cool completely.Once cool, cover with whipped cream and refrigerate 3-4 hours before serving. Before placing egg whites in mixing bowl (use metal or glass), thoroughly wipe down bowl and beaters. You don’t want any greasy residue in your bowl or it will prevent egg whites from foaming. This crust freezes well and can be made a couple days ahead of time. Just save the whip cream topping until the day you need it. If thawing from frozen, thaw at room temperature uncovered. For a quick and easy pie crust, try using Ritz Crackers and your favorite cream-based filling. Ritz is a circular cracker with ridge edges. Ritz is crunchy, but easy to bite into crackers, and is salted on one side. Other varieties of Ritz exist, such as Ritz’s “Hint of Salt” and “Garlic Butter” flavor. Ritz Crackers are a fairly simple snack but have won over consumers with that simplicity. Ritz makes use of the color red for much of its branding, a noticeable color that denotes warmth, something that blends well with the taste and aesthetics of Ritz Cracker’s snacks. Ritz is also popular for its use in a wide variety of recipes and usefulness in combining the crackers with other foods. Ritz are golden and are about 2 inches wide. Ritz Crackers are a brand of snack crackers introduced by Nabisco in 1934 and are currently manufactured by Mondelez International, a spin-off of Kraft Foods. The circular, lightly salted cracker with a small scalloped edge became a top seller soon after it was introduced and has been ranked at or near the top of America’s snack polls for a number of years. Please leave a review or any memories of this snack in the comments at the bottom of this page. Thank you! In 1934, during the Depression, Americans yearned for something fancy and exquisite, so a Nabisco employee came up with the name Ritz for its new cracker to help sell it. An employee, Sydney Stern, had one weekend to come up with a marketing idea to compete with Sunshine Biscuits’ most successful cracker. Sydney Stern helped design the box to appeal to consumers. Nabisco introduced the Ritz cracker to the Baltimore and Philadelphia markets on Nov. 21, 1934. Many are familiar with the buttery-tasting original Ritz cracker, but there are other varieties available, from Low Sodium and Reduced Fat Ritz to Whole Wheat, Bacon, Garlic and Honey Butter Ritz. There are Ritz crackers that come in alternative sizes, including Crisps & Thins, a thinner version of the original cracker and Ritz Bits, bite-sized versions with peanut butter and cheese fillings. Ritz Fresh Stacks come in shorter sleeves so they stay fresher longer. Ritz Toasted Chips has been sold in five different flavors and small packs of Ritz Cracker Sandwiches, which are filled with peanut butter, cheddar and cream cheese. You can eat Ritz Crackers straight out of the pack or Ritz in recipes to create a wide variety of dishes. A recipe for Mock Apple Pie that was found on the back of boxes may have been invented by Nabisco during the 1930s, when apples were hard to come by, according to culinarylore.com. The recipe uses Ritz crackers, lemon juice, sugar and cinnamon instead of apples. Ritz crackers can go in casseroles, main courses, side dishes and desserts and can be used with macaroni and cheese, baked chicken and butter toffee cookies. Ritz Crackers has had a few slogans over the years, such as in tv commercials with Andy Griffith saying, “Everything tastes great when it sits on a Ritz,” maybe the cracker’s best-known advertising message. There are many more current executions, including the 2015 “Life is Rich” campaign that invoked the Depression-era founding of Ritz to promote the cracker and used a hit song by New Kids on the Block to support it. A campaign in 2016 utilized an Autonomous Sensory Meridian Response sound design technique to accentuate the crispiness when eating a Ritz cracker as part of a TV and online campaign. Ritz crackers make a simple but time-proven snack, they can be eaten on their own for a light snack or topped with peanut butter or cheese to add more complexity and flavor to the snack. Ritz is said to have a buttery flavor to it, and Ritz is often sold in cardboard boxes that contain inner plastic packages that are very long and narrow that contain the crackers themselves. Ritz Crackers was invented in the year 1934 and was first introduced by Nabisco. The original cracker that gave life to this now very famous cracker was a product made in the early 1900s by Jackson Cracker Company of Jackson, Michigan. The cracker was also small and round and it was called the Jaxon. This is the product that was first brought to Nabisco and the name of the cracker was immediately changed by Nabisco execs to Ritz. The first Nabisco product was actually intended to compete with a product called the Hi Ho Cracker that was made by major competitor Sunshine Biscuits. The name Ritz was actually the product of the work of employee Sydney Stern who also made the marketing plan for the new product. Stern said later that she chose the name to help make post-depression-era people feel like they were getting a taste of the high life when they bought these crackers. Stern also said that the original blue circle with the yellow lettering that was used for years to market the product was also his idea. While execs at Nabisco were worried that this name and the basic styling of the logo would not connect with people and might even injure people’s feelings, thy should not have worried. Stern knew what he was doing and people really did feel like these practical snacks were giving them a small taste of a better life than they had lost during the depression era. The release date of the Ritz crackers right in the middle of the great depression should have made them a resounding failure. After all, people did not have much money and what money they did have was not being funneled into snacks that were not an essential. However, the marketing that Stern had dreamt up was spot on because people were looking for any sign that the world was going to get back on track. Being able to buy a basic item like a cracker that was linked with luxury gave them a small glimmer of hope that the world would someday get back on track. Affordable luxury was the basis for the brand’s early success and the original boxes were sold for 19 cents. While these were affordable treats that everyone could buy, the scarcity of good food during this era meant that everyone was eating these crackers, rich and poor alike. So people in dire straights really were enjoying the fine dining that wealthy people were still able to afford, even if the food they were sharing was just a humble, but a tasty little cracker. This kind of successful marketing would later allow Stern to redesign the Animal Crackers boxes to offer images of the zoo and to work on the Shredded Wheat campaigns that we are all so familiar with today, many generations later. Ritz might not have made its way into the hearts of Americans without the hard work of Stern, who was actually an artist as well as a marketing genius. Ritz were on the menu at the Waldorf-Astoria during the depression and this might have been partially related to the name. “Ritz” was a term that inclusively meant anything upscale, fancy, or aspirational during this period. Ritz crackers might have been humble butter crackers, but they were labeled in a way that said they were far more than that. This cracker was sold without any additional varieties for a very long time. There are now a few different ways that these crackers can be enjoyed for those who want something other than the simple, buttery classic cracker to munch on: Originals Crisp & Thins – Cream Cheese and onion, salt and vinegar, sea salt, jalapeno, buffalo, sweet chili, sour cream, and smoked chipotle, barbeque, and bacon Fresh Stacks Ritz Bits – peanut butter and cheese centers Toasted Chips Cracker Sandwiches- peanut butter and cheese flavors Seasonals Cheese Crispers Go-Packs Multipacks Roasted vegetable Everything Honey Wheat Sociables READ MORE: Jelly Babies: History & Sweet SuccessOther than the seasonal varieties, these variations are sold all the time and you can get them at most locations that also sell the original crackers. Some of the variations like honey wheat and roasted vegetable are not always sold alongside the originals. They are made in the same style unlike the various flavors of the crisp version of the crackers. Sociables are the Canadian version of these crackers and they are largely the same as far as ingredients, and the packaging looks much the same but they come in various shapes. These crackers are square, round, x-shaped, and triangular. The flaky nature of the American version is also reduced in the Canadian cracker. Their version is more like a Chicken in a Biskit cracker than what Americans will think of as a Ritz. Ritz is owned by Mondelez International. The company is headquartered near Chicago and manufactures chocolate, cookies, biscuits, gum, confectionery, and powdered beverages. Modelz International also owns products such as Sour Patch Kids, Ice Breakers, and is part owner of Oreo O’s Cereal. Here are the ingredients for Ritz Crackers. Unbleached enriched flour (Wheat flour, Niacin, Reduced iron, Thiamine mononotrate (Vitamin B1, Riboflavin (Vitamin B2), Folic Acid) Canola Oil Palm oil Sugar Salt Leavening (Calcium phosphate, baking soda) High fructose corn syrup Soy Lecithin Natural Flavor Serving Size: 5 crackers (16g) % Daily Value* Amount Per Serving Calories 80 Total Fat 4.5g 7% Saturated Fat 1g 5% Trans Fat 0g Cholesterol 0mg 0% Sodium 130mg 5% Total Carbohydrates 10g 3% Dietary Fiber 0g 0% Sugars 1g Added Sugars 1g 2% Protein 0.5g Vitamin D 0mcg 0% Calcium 20mg 2% Iron 1mg 3% Potassium 13mg 0% The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice. Ritz are actually vegan, which is a really nice benefit for those who follow this diet. There are not many mass-produced food products that are fully vegan and these little buttery, crumbly crackers can be enjoyed by those who follow the vegan diet. Some of the alternate flavor varieties will have different ingredients to create a flavor profile that is unique to that product. The original recipe is the foundation of everything but the crisps, which are made in a slightly different way than the original crackers due to the differing texture. Most of the flavor varieties that are offered for this brand are related to the crisps. The original recipe might be slightly different in some of the products that are made to be used for sandwiches as well. As mentioned earlier, the Ritz cracker was marketed in the Great Depression era as a sign of luxury and good taste. This meant that even famous upscale hotels were using them for appetizers and other food on their menus. The name alone made the early years of the cracker a big success, despite Nabisco’s early worries that the name would offend people who were struggling just to get by. Ads in the early years for Ritz crackers showed golfers and those on luxury cruises being served Ritz crackers by uniformed servants. Some classic Americana-style ads were made with little girls holding up the crackers and declaring, “the Ritz James!” READ MORE: Vault Soda (History, Pictures & Commercials)This early connotation with luxury and wealth served these little crackers well for many years, but when the financial situation of Americans improved, the ads needed to change. Snack foods experienced a huge uptick in popularity in the 50s, and there were suddenly many competitors both in the candy space and in the cracker space. Ads and marketing for the crackers switched from the fancy nature of these indulgences to their healthy ingredients and slogans that indicated that you couldn’t eat just one of these delicious crispy snacks. The products were by now sold in sleeves, so you were also almost encouraged by the packaging to eat the whole sleeve in a sitting. Some of the other marketing over the years of the 80s and 90s focused on how well-designed Ritz were for appetizers and grab-and-go eating. Both “yuppie” sensibilities and the increasingly corporate and busy lifestyles of younger people were appealed to with this marketing ploy. Children who grew up during this time will remember clearly the TV ads that showed Ritz being used for appetizers at fancy parties as well as ads with young children gobbling up these treats as they did exciting and active things. Ritz has always managed to stay ahead of the social curve and the company continues to market these handy snacks based on accurate predictions of the changes in the social nature of eating that inevitably occur. One of the current slogans that the company is using is, “delicious snacks are always welcome”. The website for the crackers still focuses on images of Ritz being used as yummy appetizers because this remains one of the most popular ways to enjoy these small and round crackers. Other slogans that are in use currently are, “a taste of welcome” and, “we believe there’s always room for one more”. The messaging is clear and you are made to understand that these are highly snackable treats that are also good for you. While most snacks are scrambling to try and prove that they are not full of unhealthy additives these days, Ritz does come to the forefront as a healthier choice than some competitors’ products. While the original slogan, “An affordable taste of luxury” might be gone these days and the connection with luxury and Ritz is no longer central to the marketing plan for the product, the connection with America’s current sensibilities about snacks are still clear. Ritz always wants to appeal to people where they are currently at with regards to snacking and their success at this kind of marketing has cemented this cracker as one of America’s most beloved snacks. RITZ TACO CRACKERS RITZ CHEESE CRISPERS RITZ CRACKERS CHOC A current Ritz ad focusing on family and also on social change of various kinds: One of the kid-centric Ritz ads: A really fun ad with Sofia Vergara: Fresh Stacks contain 13 crackers each and are individually wrapped for portability and to maintain freshness. There are 80 calories in each serving of 5 crackers (16g) Ritz Crackers (1 round cracker) contains 2g total carbs. Ritz is owned by Mondelez International. The company is headquartered near Chicago and manufactures chocolate, cookies, biscuits, gum, confectionery, and powdered beverages. Here are the ingredients for Ritz Crackers.Unbleached enriched flour (Wheat flour, Niacin, Reduced iron, Thiamine mononotrate (Vitamin B1, Riboflavin (Vitamin B2), Folic Acid) Canola Oil Palm oil, Sugar, Salt, Leavening (Calcium phosphate, baking soda), High fructose corn syrup, Soy Lecithin, Natural Flavor. My name is Brianna and I love writing on all topics. Candy history fascinates me and I am passionate about sharing my love of this topic with everyone else! This post may contain affiliate links. Read my disclosure policy. My Vidalia Ritz pie is a sweet onion quiche with a salty cracker crust for brunch or a light dinner. Vidalia onions Vidalia onions are a specific type of sweet onion known for their mild and delicate flavor. They’re named after Vidalia Georgia, where they originated. You can pretty much find them all over the country now, but if you can’t, substitute another generic ‘sweet’ onion. Just read the signs in your produce section, or ask. Ritz Crackers you’ll need a full sleeve for this recipe. flour butter half and half for those of your outside the US half and half is a light cream made from half whole milk and half heavy cream. eggs shredded cheddar cheese sharp is best, and I used white, but orange is fine too. fresh chives Vidalia onions have a famous natural sweetness that intensifies when baked. They’re so mild they won’t overpower other flavors, even when they’re the main ingredient like they are in this Vidalia Ritz pie. I don’t even have to pre-sauté them. If you can’t find Vidalias (which are available pretty much everywhere these days) use another type of sweet onion. They will be next to the regular onions in the produce section of your supermarket, just check the signs. This genius cracker crust comes together exactly like a standard graham cracker crust. Just whiz the crackers in your food processor until they’re finely ground, then pulse in the melted butter. It’s easy to do by hand as well: load the crackers in a large zip lock bag and crush with a rolling pin. The buttery/salty flavor is a winner. If you love sweet Vidalia onions this pie is a great addition to your recipe collection. It’s lighter than a traditional quiche but just as versatile. The salty cracker crust is a great alternative to a pastry crust; it’s easier and adds a lot of flavor and crumbly texture to the pie. It’s one of my favorite busy day dinners. Sweet Vidalia onions and buttery Ritz crackers come together in an irresistible quiche. Print Recipe Pin Recipe Rate Recipe Servings: 8 Cook ModePrevent your screen from going dark crustpie3 large eggs1/2 cup half & half or cream1/2 cup snipped chives1/4 tsp salt1/2 tsp fresh cracked black pepper1 Vidalia onion, peeled, halved, and thinly sliced.6 ounces sharp cheddar cheese, shredded (about 1 1/2 cups) crustProcess the Ritz crackers, flour, and salt in a food processor until evenly ground. You may need to pulse/process to ensure all the cracker chunks get ground.Add the melted butter and pulse/process until everything is evenly damp.Pat the crumbs into your 9" pie plate. Bake for 8 minutes.pieWhisk together the eggs, half and half, chives, salt, and pepper. Arrange the thinly sliced onions in an even layer over the crust. Separate the rings as you add them. Top with the cheese.Pour the custard mixture over the onions and settle everything in evenly. Bake for about 45 minutes, or until the custard is set in the center. You may need to loosely cover with foil toward the end if your crust is getting too brown.Let the pie cool for a bit before slicing. It's good warm or at room temperature. Refrigerate leftovers.