

HOUSE JOINT RESOLUTION NO. 649

Commending The C.F. Sauer Company.

Agreed to by the House of Delegates, January 11, 2013
Agreed to by the Senate, January 17, 2013

WHEREAS, The C.F. Sauer Company, which is headquartered in Richmond and whose products can be found in households around the world, proudly celebrated its 125th anniversary in 2012; and

WHEREAS, The C.F. Sauer Company began in 1887 when pharmacist Conrad Frederick Sauer had the idea to make pure flavoring extracts, which formed a large portion of his business, available to consumers in grocery stores; and

WHEREAS, Conrad Sauer opened The C.F. Sauer Company at 17th and Broad Streets in Richmond's Shockoe Bottom neighborhood and moved the company to its present-day headquarters at West Broad Street and Hermitage Road in 1911; and

WHEREAS, when C.F. Sauer, Jr., took over The C.F. Sauer Company in 1927 after his father's death, it was one of the nation's leading producers of extracts and spices; and

WHEREAS, C.F. Sauer, Jr., built upon his father's legacy, expanding The C.F. Sauer Company and purchasing Duke's Products Company, the maker of Duke's Mayonnaise, which continues to be a bestselling item; and

WHEREAS, in 1953 Conrad Frederick Sauer III became president of the family business, adding other product lines to the company while upgrading facilities and converting to the use of plastic containers for spices; and

WHEREAS, in 1993 the fourth generation of the Sauer family took the reins of The C.F. Sauer Company when C.F. Sauer IV became president; and

WHEREAS, under the direction of C.F. Sauer IV, The C.F. Sauer Company entered the international market with the acquisition of BAMA food products, which includes mayonnaise, and also purchased Mrs. Filbert's Mayonnaise and The Spice Hunter; and

WHEREAS, The C.F. Sauer Company built a 250,000-square-foot mayonnaise and margarine production facility in Kansas and expanded into e-commerce to reach more consumers; and

WHEREAS, over the years, members of the Sauer family have worked for the company in various capacities, contributing to its continued success; and

WHEREAS, today, the family-run company, with products known for their quality, has facilities across the United States and distributes its goods to major grocery chains in the United States and locations around the world; and

WHEREAS, for the past 125 years, The C.F. Sauer Company has maintained its commitment to excellence, still making vanilla extract the same way it did more than a century ago, while embracing changing times; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly hereby commend The C.F. Sauer Company on the occasion of its 125th anniversary; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to Conrad F. Sauer IV, president of The C.F. Sauer Company, as an expression of the General Assembly's congratulations and appreciation of the company's commitment to sound business practices and quality products for the past 125 years.

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