



# flour power

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## THE YEAR WAS 1790. GEORGE

Washington made his first presidential address. Rhode Island became the final state to ratify the US Constitution. And the first US census determined that the country had 3.9 million people, with New York City leading the way with a population of 33,000.

It was also when America's first flour business, Henry Wood & Company, was founded in Boston. Approximately a century later, in 1896, the owners of the company (then known as Sands, Taylor & Wood Company) had an epiphany at the theater. Inspired by the upstanding values they witnessed in the play *King Arthur and the Knights of the Round Table*, they gave their product a regal new name: King Arthur Flour.

Today, the company makes its popular products in Norwich, Vermont, and employs almost four hundred people. The Sands family owned it for five generations until they incorporated it as King Arthur Flour in 1996 and started selling it to their employees; by 2004, King Arthur Flour was 100 percent employee owned. However, through all the changes, its principles have remained the same more than 225 years later.

"It's probably a little cliché, but I think we still actually live by a lot of those Arthurian values," says Bill Tine, King Arthur Flour's vice president of marketing. "Certainly doing the right thing is one of those values. Our products haven't changed over the years. They're still the highest quality."

Their primary product is flour, of course. You can find over forty varieties of it in grocery stores nationwide, including their gluten-free flours and their line of baking mixes, Essential Goodness. But