



National Waffle Day Social Media Content August 24, 2015

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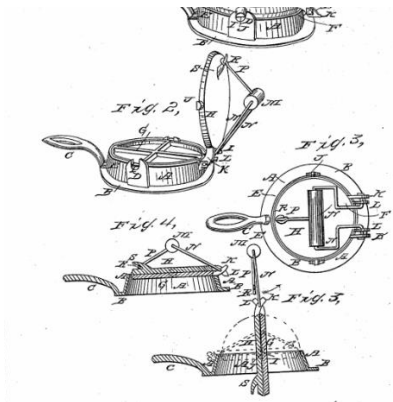
1. To celebrate #nationalwaffleday we'll be tweeting the history of the waffle. Stay Tuned! #waffle (100 characters)
2. 1735 - The word "waffle," with two "fs," appears in print in English for the first time. #waffle (97 characters)
3. 1789 - Thomas Jefferson returns to the U.S. from his position as Minister to France with a long-handled waffle iron. #waffle (126 characters)
4. 1790 – "Waffle frolics" or waffle parties start - guests can enjoy their waffles sweet (with maple syrup) or savory (with kidney stew). (139 characters)
5. Visit shop.goldenmalted.com today and receive 15% OFF the ENTIRE STORE! This is our biggest sale ever!!! #waffles #waffleday (127 characters)
6. 1800 - Vendors on city streets sell hot waffles slathered with molasses or maple syrup. #waffle (96 characters)
7. 1869 - Cornelius Swarthout of Troy, New York, receives a patent for the first waffle iron in the U.S., on August 24th. WAFFLE DAY IS BORN! (138 characters)(SEE FACEBOOK POSTING)
8. 1911 - General Electric introduces the first electric waffle iron designed by Thomas J. Stackbeck. #waffle (107 characters)
9. Visit shop.goldenmalted.com today and receive 15% OFF the ENTIRE STORE! This is our biggest sale ever!!! #waffles #waffleday (127 characters)
10. 1937 – Fred Carbon was awarded a patent for Golden Malted Flour. CARBON'S GOLDEN MALTED WAS BORN #waffle (107 characters)
11. 1964 - Belgian waffles debut at the New York World's Fair in Flushing, Queens. #waffle (87 characters)



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12. 1970s – Carbon’s was contracted to supply waffles and waffle cones to Disney World in Orlando. Carbon’s still supplies them today! (135 characters)
13. 2001 – New Carbon develops its “self-service” waffle concept for use in limited-service hotels. #waffle (108 characters)

FACEBOOK ONLY



Did you know that August 24th is recognized as National Waffle Day because it is the anniversary of the first U.S. patent on the waffle iron?

U.S. Pat. No. 94,043 was granted to Mr. Cornelius Swartout on this day 146 years ago. In Mr. Swartout’s claim, he describes he has invented an “Improvement in Waffle Irons”.

Thanks to Mr. Swartout, and his love of the waffle, we have a National Holiday to celebrate this great-tasting treat.

Visit shop.goldenmalted.com today and receive 15% OFF the ENTIRE STORE!

This is our biggest sale ever!!!
#waffleday #waffle #nationalwaffleday



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LINK: <http://goldenmalted.com/images/recipe-book.pdf>

CONTENT: Recipe Book 1 - Carbon's Golden Malted Waffles

Carbon's Golden Malted Waffles - America's Favorite Waffle Recipes. Download our exclusive cookbooks with a full course of wonderful new waffle recipes created just for you by Carbon's Golden Malted. #waffle #nationalwaffleday



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LINK: <http://goldenmalted.com/images/recipe-book-vol2.pdf>

CONTENT: Recipe Book 2 - Carbon's Golden Malted Waffles

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