

FOR IMMEDIATE RELEASE

October 1 Is Officially National "JIFFY" Mix Day!

A Celebration of Memories, Muffins, and American Ingenuity





CHELSEA, MI — National "JIFFY" Mix Day is officially on the calendar! Celebrated every October 1, this new annual observance kicks off baking season with a nod to one of America's most beloved baking brands. As fall settles in and ovens warm up for tailgates, potlucks, and cozy weekend bakes, it's the perfect time to honor the little blue box that's brought generations together through the joy of baking.

"JIFFY" Mix has been a trusted name in baking for nearly a century. From Sunday breakfasts to school bake sales—and especially holiday dinners—"JIFFY" has helped generations of families create warm, delicious memories together. The iconic little blue box has become a symbol of comfort, connection, and tradition.

This day is more than just a celebration of a product—it's a tribute to American ingenuity, resilience, and the joy of sharing food. It's a chance to reflect on how a simple idea born in a small-town kitchen became a national icon, feeding families and communities for generations.

"It's incredibly meaningful to see how "JIFFY" has become part of so many family traditions—especially around the holidays," said Howard S. Holmes II, President and CEO of Chelsea Milling Company. "We hear stories all the time about spoonbread casseroles at Thanksgiving, kids learning to bake, and generations growing up with our mixes. It's those stories that make this day so special—and we hope it inspires even more."

How to Celebrate:

-  Bake your favorite "JIFFY" recipe
-  Share a photo or story using #NationalJIFFYMixDay
-  Call your grandma and ask for her secret "JIFFY" trick
-  Bake it Forward: share a batch with a neighbor or coworker

About Chelsea Milling Company

Chelsea Milling Company, based in Chelsea, Michigan, is a fifth-generation, family-owned business since 1901. Best known for its iconic "JIFFY" brand, the company introduced the first-ever prepared baking mix in 1930 and remains the market leader in retail muffin mixes. In 2007, the company launched "JIFFY" Foodservice, expanding into the non-commercial market with a full line of complete (add water only) baking mixes. In 2018, it introduced a second, elevated line of complete (add water only) mixes—designed to simplify prep, reduce waste, and deliver scratch-quality results in professional kitchens. October 1 is recognized as National "JIFFY" Mix Day, celebrating the brand's enduring role in American kitchens and foodservice operations. Chelsea Milling remains committed to quality, value, and community.

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