



The Wiener Whistle History and Fun Facts

- First developed in 1952, the Wiener Whistle was included in packages of *Oscar Mayer* Wieners in 1958.
- At the 1964 World's Fair in New York City, a vending machine filled with Wiener Whistles was featured. Spectators could purchase a Wiener Whistle for two cents.
- The Wiener Whistle made its film debut in 1994 when it co-starred with actor Tim Allen in "The Santa Clause." In the movie, one of the adults stopped believing in Father Christmas at age three, when he didn't receive his requested Wiener Whistle. By the end of the film, he's a believer and gets the whistle.
- The design of the Wiener Whistle has changed several times over the years. A newly designed Wiener Whistle was introduced in the late 1980s to commemorate the re-introduction of the *Wienermobile*. The most recent version was created in 1996, to reflect the current model of the vehicle.
- There have been several "special edition" commemorative Wiener Whistles created including Super Bowl XXX and XXXI whistles, and a glow-in-the-dark whistle introduced in 1997.
- After appearing in several television commercials during the 1960s, including "Marching Song," the Wiener Whistle made a television comeback in 1998 as the star of the JUST WHISTLE campaign. The Wiener Whistle can play the notes heard in these *Oscar Mayer* television commercials.

