



*Over 75 years ago, Baltimoreans first sampled OLD BAY's zesty flavor and from that moment on, seafood wasn't really seafood without it. — Oldbay.com*

## Where It All Started

Old Bay was created and fostered in the famous Charm City. Created by German Gustav Brunn, the seasoning was introduced in 1939 a year after Brunn moved to Baltimore from Nazi Germany. In that very same year, Gustav opened the Baltimore Spice Company. After noticing that “seafood merchants would come in

and buy a few pounds of black pepper, red pepper and celery seed,” Gustav took these ingredients and added a few more, such as ginger and bay leaf, to create the delicious seasoning (Black). Originally called Delicious Brand Shrimp and Crab Seasoning, the spice eventually got its name from the Old Bay Line, a

steamship route that traveled through the Chesapeake Bay. Before inventing his spice, Brunn found work at McCormick & Company; however, this job lasted less than a week before he was fired. Fifty-two years later, that same company bought out Old Bay. This ironic turn of events was possibly one of the best things to happen to the spice.

## What To Put It On

To the native Baltimorean, Old Bay is, without a doubt, a required spice to any seafood dish. However, the obsession extends further than in traditional seafood dishes of crabs, shrimp, and fish. You can find Old Bay on just about anything, even on pizza,

fries, chips, popcorn, wings, and eggs. Old Bay is irreplaceable but, “maybe you're thinking, ‘Couldn't I just sprinkle some salt and pepper and paprika on my food? Won't that be pretty much the same thing as Old Bay?’ And the answer is: NO, OF COURSE NOT. Old Bay is

made in a factory with, like, fairy dust or something. It is amazing and cannot be recreated by mere man... [Old Bay] is not merely a spice. It transcends spice. It is insulted by the label ‘spice’” (Oshinsky). Clearly, Baltimoreans are passionate about their beloved seasoning.

## Old Bay and Community

Baltimore may be known for our crabs, but people forget about one very important aspect of the crustacean: Old Bay. Old Bay is the seasoning that makes the crabs so memorable, drawing the people of Baltimore together. Perfect for a summer night feast, guests will always gravitate to-

wards the delectable shellfish. Enjoying crabs is not like any regular meal; it is a social event. Breaking apart the legs to find the juicy, tender meat, is a process that every Marylander knows from the time they can chew. Passing around the Old Bay and sharing memories from the past sum-

mer season brings friends and family together. Not only do they reflect on the fun times they shared, but they create new memories and tie back to their roots. Roots that lead back to crabs, back to Old Bay, the spice that changed seafood, and all food, forever.



Black, Jane. “The Measure of Old Bay Seasoning: Still Pouring It On Strong.” Washington Post. The Washington Post. 07 Oct. 2009. Web. 11 Oct. 2016.  
 “OLD BAY® | HOMES.” OLD BAY, OLD BAY, Inc., n.d. Web. 11 Oct. 2016.  
 Oshinsky, Dan. “Old Bay Seasoning Is A Gift From The Gods.” BuzzFeed. N.p., 19 Sept. 2013. Web. 11 Oct. 2016.