



~ William "Bill" Post

Memory ID: F0MDVPNM5O

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William "Bill" Post, the pop of Kellogg's Pop-Tarts, the pre-cooked, frosted toaster pastries, has died at 96. The Kellogg Co. asked to collaborate with Keebler Biscuit Company to create a shelf stabilized breakfast food. It would be Keebler employee Post, and his team, that would create the Pop-Tart in 4 months. Post remained as an ambassador after his retirement. Share your Pop-Tart memory!



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