



Ernie Elf™

If you wonder whether or not elves exist, just ask Ernest J. Keebler, the famous spokes elf for tasty products made in the Hollow Tree. Ernie, as he is affectionately known, is happy to offer undeniable proof (such as a Keebler® cookie or cracker) that elves not only exist – they are hard-working and happy creatures.

Yes, Ernie wants to be clear that the Keebler® elves are not leprechauns, gnomes or dryads, shoemakers, fairies or sprites! Keebler® elves are a uniquely American strain of elves whose sole purpose in life is to bake Uncommonly Good Keebler® cookies, crackers and cones in their Magic Ovens.

No one knows exactly how long the elves have been going about their baking. It is reported that elves were on the scene in Philadelphia as early as 1853, when Keebler® was founded, and these are the ancestors of the famous Keebler® elves known today.

Ernie, the most famous elf, exemplifies the care and devotion to work that is the mark of every Keebler® elf. Ernie's mother, Ma Keebler, is also widely recognized and very proud of her son's work ethic. After all, elves enjoy work more than play and their workday begins long before most others get up in the morning.

What does the "J" represent in Ernest J. Keebler's name?

Like much about the Keebler® Elves, the origin of the "J" in Ernest J. Keebler's name remains a mystery. Some believe it is a reminder of the blustery first "head elf," named J. J. Keebler, who appeared in the earliest TV commercials in 1969. Later, Ollie Keebler, a golf-playing, wisecracking elf, appeared on the scene. Finally, Ernie assumed the role of "head elf" in 1970. His kindness, humility and persistence have made him a much-loved character ever since.



Who is the voice of Ernie?

Through the years, different actors have performed Ernie's voice in our television advertising. Despite this, all exude the unique qualities that Ernie's persona embodies – his sense of warmth, fun and authority as the leader of our elves.

Who are some of the other Keebler® elves?

Several characters with special skills have become well known, including Fast Eddie, who specializes in wrapping cookies and crackers really fast so they stay fresh. There's Buckets, who splashes chocolate fudge on cookies, and Zack, the Fudge Shoppe foreman. Flo is the tree accountant, Zoot is a teen elf and Elwood likes to run through the dough to make E.L. Fudge® Sandwich cookies.

