

TRICENTENNIAL

From Bienville to Bourbon Street to bounce. 300 moments that make New Orleans unique.



WHAT HAPPENED

Founder of Progresso, Giuseppe Uddo, arrived in New Orleans in 1907.



A vintage 1930s label for Progresso black-eyed peas.



The French
Quarter was
filled with
'macaroni
factories,' when
Uddo found
help from one of
them, owned by
Jacob Cusimano.

Macaroni Factories, Etc.
Berlogna & Toarmina, 801 Chartres St.
J. Cusimano & Co., 1238 Chartres St.
Favolora & Sons, 611 Decatur St.
Federico Macaroni Mfg. Co., 613 St. Philip St.
Labarbere & Bologna, 516 Chartres St.
J. G. LaNassa & Bro., 612 St. Philip St.
F. Lombardo & Sons, 1210 Decatur St.
A. Riccoboni, 1107 Dauphine St.
Sou. Macaroni Mfg. Co., Fulton & Howard Sts.

One of the success stories of the French Quarter is **Progresso.**

The soup label started as a produce company in

what was then called Little Palermo. Giuseppe Uddo came to New Orleans with his wife from Sicily. Uddo went to work for his brother-in-law's food import business. When his brother-in-law returned to Italy, Uddo found a job with other relatives. When that business went bankrupt, Jacob Cusimano, who owned a macaroni factory in the Quarter, helped Uddo start his own business. Cusimano offered Uddo olives, cheeses and tomato paste, which Uddo relabeled. The business was soon thriving, with trucks and a warehouse on Decatur Street. He opened a grocery and just before World War I, bought 3,000 cases of tomato paste

from Italy. It proved to be a lucrative move as the paste was unavailable during the war.

Because he didn't want to continue to rely on the imported paste, he bought a factory in Riverdale California, owned by the New Orleans' Vaccaros of the Standard Fruit Co. It was the first plant in the United States to make tomato paste. Before long, the paste was being sold throughout the United States.

The family and the business moved to New York in 1930 and partnered with the Taorminas, his cousins, and together, the Uddo and Taormina Corp. created the Progresso label.





Progresso's first soup, based on a Taormina family recipe, was produced in 1949. Progesso is now owned by General Mills.