



November 12, 2007

Puffed Daddy

Gudfud Marshmallows



You've always feared the marshmallow.

It started in '84 when you watched Mr. Stay Puft attack Dan Akroyd. It culminated the summer of '91 when Jurgenson tried to cop a feel while you were roasting s'mores.

Sixteen years later, the marshmallow finally redeems itself — in the form of Gudfud. The compact morsels hark back to their s'mores ancestors, but (praise modern innovation) this time there's no fire necessary. Instead, the clouds come prestuffed with either chocolate (for the wise) or jelly (for the rest).

Woo your sweetheart with a bundle of 32 in a clear box wrapped with a festive polka-dot ribbon. Or just treat yourself to a package of six.

Unlike the old campfire snack, they're packaged like Hello Kitty, with cute Japanime-style graphics.

So, yes, the mallow is winking at you.

But this time, he's not out to kill you.

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