



A great candy isn't made ... it's Just Born.™

### PEEPS® Fun Facts

- In 1953, it took 27 hours to create one PEEPS® Marshmallow Chick. Today, thanks to advances in technology, it takes six minutes. Just Born produces enough PEEPS® Brand Marshmallow Candies in one year to circle the earth twice.
- In the late 1950's PEEPS® wings were "clipped" to give them a sleek, modern look.
- PEEPS® Brand Candies have been the #1 non-chocolate brand at Easter for over 20 years\*. \*Source: IRI Total U.S. FDMx, 10 weeks ending 3.28.08.
- Yellow is America's best selling color of PEEPS® Chicks and Bunnies.
- Yellow and white PEEPS® Chicks and Bunnies came first, followed by pink, lavender, blue, green and orange.
- Orange Chicks were introduced nationally for Easter 2009.
- PEEPS® Branded products have made celebrity appearances on many programs including: Good Morning America, The Today Show, CBS Sunday Morning, The Early Show, Saturday Night Live, Martha Stewart, Ellen, South Park and The Daily Show.
- If you had 8,000 PEEPS® Bunnies, and you stood them in a straight vertical line, you could reach the top of the Sears Tower in Chicago.
- Each PEEPS® Chick has 28 calories and Bunnies have 32.5 calories. Both have 0 grams of fat.
- PEEPS® have become gourmet favorites used in fondues, Crème Brûlée and as cappuccino toppings.

### HOT TAMALES® Fun Facts

- The HOT TAMALES® Brand is the #1 sugar cinnamon candy brand in the U.S.\* \*Source: IRI Total U.S. FDMx, 52 weeks ending 1.25.09.
- Each HOT TAMALES® chewy candy has only 7 calories and 0 grams of fat.
- The HOT TAMALES® Brand was introduced in the 1950's.

### MIKE AND IKE® Fun Facts

- Some theories about how MIKE AND IKE® was named include: as a result of a company-wide contest, after a 1937 song titled "Mike and Ike (The Twins)" and after a Vaudeville act, "Mike and Ike, We're Just Alike".
- If you lined up each piece of MIKE AND IKE® candies produced in one year end-to-end, they would reach around the earth 3 times!
- Each MIKE AND IKE® chewy candy has only 6 calories and 0 grams of fat.

### PEANUT CHEWS® Fun Facts

- PEANUT CHEWS® were developed during World War I and used by the U.S. Military as a ration bar. The high energy, high protein recipe and unique taste made it popular with the troops.
- PEANUT CHEWS® were first sold in and around Philadelphia by the Goldenberg Candy Company.
- PEANUT CHEWS® was one of the first candy bar brands to offer bite size pieces and portion control.

### JUST BORN Fun Facts

- Just Born got its name when founder, Sam Born, proudly displayed in his store window an evolving line of daily-made candy, declaring them "just born".
- Just Born currently offers its candies to consumers in over 45 countries.
- Just Born manufactures products with international specific packaging for countries within Latin America, Asia Pacific, the Middle East, Europe and Canada.

- "Jimmies", the chocolate grains sprinkled on ice cream, were invented at Just Born, and named after the employee who made them.