

Sweet Traditions

Easter Treat That's As Sweet As You Remember

(NAPSA)—Easter baskets come in all shapes and sizes, and their contents vary from house to house, but chances are, a popular marshmallow treat is nestled somewhere in the plastic grass.

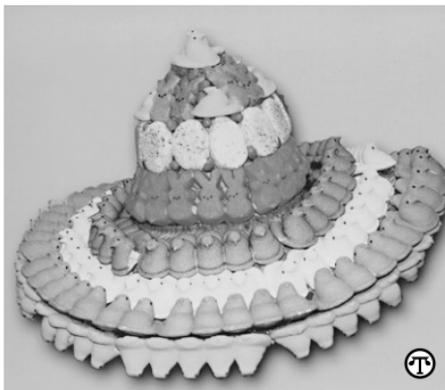
Over the years, Marshmallow Peeps® have been born in new shapes, flavors and colors, even vibrant new packaging, but they still emanate the same nostalgic feelings of the past.

“Peeps fans love their original yellow chicks, but have enthusiastically embraced more chick colors, bunnies in all shades, as well as Vanilla Crème and Strawberry Crème Eggs,” says Wendy Esch, product manager. “Whether for eating, or using in a craft or recipe, demand for Peeps is growing.”

Just Born, manufacturer of Peeps and other famous candy brands, also invites fans to visit www.marshmallowpeeps.com, where consumers can visit Peepsville, join the Peeps Fan Club, get craft and recipe ideas and enjoy the Gift and Card Shoppes.

Marshmallow Peeps Easter “Bonnet” Instructions

Easter Pastels: Using a hot glue gun, fasten Peeps chicks, bunnies and eggs directly onto a sombrero, plastic cowboy or fireman’s hat in bands of assorted Easter colors, covering the entire surface of the hat. Use Marshmallow Peeps jelly beans to fill in any exposed surfaces of the hat.



Making an Easter bonnet with Marshmallow Peeps is a festive, colorful holiday project.

Patriotic Hat: To create a patriotic Easter bonnet, use blue and white chicks and bunnies and HOT TAMALES candy. Please see the Web site for photo of patriotic hat.

Chin tie or strap: Use a medium-sized sewing needle, thread Just Born Jelly Beans or HOT TAMALES (depending on the type of hat) onto a heavyweight button thread or fishing line. Secure one strand onto each side of the hat. Put it on your head and feel Easter chic.

Just Born, Inc., a privately owned company founded in 1923 and located in Bethlehem, PA, manufactures and markets Teenee Beanee® Gourmet Jelly Beans, Marshmallow Peeps® and Just Born® Jelly Beans, in addition to MIKE and IKE®, HOT TAMALES® and ZOURS™.