

ENTERTAINING IDEAS

Movie Munchies: Giving Candy Credit

(NAPSA)—There's no need to sugarcoat the statistics. Americans love candy. In 2001 alone, people in the U.S. consumed more than three billion pounds of chocolate and three billion pounds of chewy, gooey confections. Much of this candy was munched in the movies.

How did candy become an American movie tradition? The sweet success story of one of America's favorite movie candies may surprise you.

Then

In 1910, a candy maker named Sam Born immigrated to the U.S. from Russia. His genius for the "sweet science" (he is credited with inventing chocolate sprinkles and a machine that automatically put sticks in lollipops) soon earned him recognition and eventually the key to the city of San Francisco.

In 1923, Born and members of his family started Just Born, Inc. a candy company then based in New York City and now headquartered in Bethlehem, Pennsylvania.

Since 1923, Just Born has been well known for its many brands including Hot Tamales®, Marshmallow Peeps®, ZOURS® and its biggest movie theater star, MiKE and IKE®, which was introduced in the 1940s. Many theories exist on how the brand received its name, including a company-wide contest, a vaudeville song titled "Mike and Ike" and the "IKE" Eisenhower era. Sister products to MiKE and IKE were also introduced during the early years, including ROOT-T-TOOT, COOL KIDS, JACK and JILL, JOLLY



How Sweet It Is—Candy has been a tradition with moviegoers for years.

JOES, STRAWBANNA, LEM and MEL, and CHERRI and BUBB. Over the years, there have been changes, new flavors and characters have been added and in the 1990s the company made all of these products part of the MiKE and IKE brand.

Now

In 2003, the company is celebrating its 80th anniversary. MiKE and IKE has become a staple of the American movie theater. Moviegoers pop millions of the bite-sized, chewy candies every year. Two new movie-inspired flavors will further that tradition: MiKE and IKE Buttered Popcorn and Cherry Cola.

These flavors are considered "limited-time flavors." For the past three years, MiKE and IKE has offered limited-time flavors during the summer. Every year consumers can expect something new and exciting from MiKE and IKE and now, it's back to the movies with Buttered Popcorn and Cherry Cola.

For more information, visit www.justborn.com.