

A sweet treat for my peeps

They say you know spring is here when you see robins in the trees, but really (let's not lie to ourselves), you know it's spring when you see those colorful, sugary PEEPS® lining the shelves of the grocery store.

Five and a half million PEEPS® are born each day, and these adorable little chicks will soon be in Easter baskets across the country.



According to the website for their manufacturer, Just Born:

—In 1953, it took 27 hours to create one PEEPS® Marshmallow Chick. Today, thanks to

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Written by Darci Tomky

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 No. 1 non-chocolate brand at Easter for over 20 years.

—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.

—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.

It's no surprise that people of all ages are addicted to these sugary treats, but then there are those who would rather play with their food than actually eat it. PEEPS® diorama contests take place all over the country, with these little chicks finding themselves in all sorts of predicaments. Browse the photo gallery (or submit your own photos) at the PEEPS® website, marshmallowpeeps.com.

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Holyoke Enterprise March 28, 2013