

## *Peeps for Peeps, or Nah?*

Every year as spring emerges, so does the familiar little marshmallow confections known as Peeps. Little chicks and bunnies coated in bright sugary sweetness. Adore them or despise them, Peeps are here to stay, earning an estimated \$63 million every year. But one wonders how something so simple as a marshmallow covered in colored sugar has managed to remain a mainstay of spring treats.



In production by the New Born company since 1953, part of Peeps longevity could be contributed to the fact that about 40% are purchased as decoration instead of for consumption (which makes sense to this author: Team Despise!) The company has also “doubled in size over the last 10 years” (Kane, 2015), partly contributed to a Peeps diorama contest created in 2004 in which Peeps fans create mini scenes depicting famous events, movies, or people using the marshmallow treats.

The Peeps craze has even prompted discussions of a Hollywood movie starring a wayward Peep trying to find its way back to a diorama contest. New Born also extended its distribution of Peeps to include holidays other than Easter and recently started to produce

mini year round versions of their chicks in various flavors. So by expanding their market beyond grandmothers buying Easter treats to include the craft community and year round snackers, New Born has succeeded in turning Peeps into iconic little confections instead of being just another sweet on the shelf.

Sources: Groden, C. (2016). Peeps Goes After Millennial Moms With First Digital Campaign. *Fortune.Com*, N.PAG.

Kane, C. (2015). Power to the Peeps: From humble Easter treat to Big Peep. *Fortune.Com*, N.PAG.

Stock, K. (2014). Fresh Off Easter, Peeps Head to Hollywood. *Bloomberg.com*, N.PAG

## *Spring Break Hours*

The much anticipated Spring Break is drawing near and our hours here at WCL will be in for a brief change. Our adjusted hours for Spring Break are:

<b>March 11<sup>th</sup></b>	Close at 5 pm
<b>March 12<sup>th</sup> &amp; 13<sup>th</sup></b>	1pm-5pm
<b>March 14<sup>th</sup> – 16<sup>th</sup></b>	8am-5pm
<b>March 17<sup>th</sup> &amp; 18<sup>th</sup></b>	1pm-5pm

We will be back to our regular hours on the 19<sup>th</sup>. Enjoy your Spring Break and stay safe everyone!

Never stop fighting until you arrive at your destined place - that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have perseverance to realize the great life.

- A. P. J. Abdul Kalam



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