

Chocolate – Fun at Any Size

By Leon Scott Baxter

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Isn't Halloween the best? I've loved the holiday ever since I was a kid: carving the pumpkins, finding a costume, trick-or-treating. The only part of Halloween that gets my costume in bunches is the candy companies. The candy companies play us for fools.

When we look in our bag on Halloween night, amidst the candy corn and Smarties are those little chocolate bars, Mini-Me versions of Butterfingers and Crunch Bars. Instead of just letting us enjoy the squares of chocolate and nougat for what they are the candy companies decide to tell us these teeny, individually wrapped pieces (which would be a crime to call "bars") of chocolate are "Fun Size". Fun size?! Since when does "fun size" mean "so-small-you-can-barely-taste-it"?

Plop down two candy bars in front of any kid: a regular Wonka Bar sized hunk of chocolate and one of these alleged "fun sized" morsels that would get lost in a plastic film canister. Let him look at the two and then ask, "Which one do you think would be more fun to eat?" You do the math.

Mars and Hersheys are playing these psychological games with us: "If we tell them they're 'fun-size', maybe they'll forget that they're small." Hello! We know they're small. We accept that they're small. Some of us even like that they're small. There's no need to try to fool us by making us believe that small equals fun.

Would you go to a restaurant and order a fun-size steak expecting it to be the size of a half dollar? "Wow, what fun this will be to eat!" They never try to sell you a fun-size car: "After you squeeze into this beauty, people will be honking and smiling. A regular circus act."

So, candy companies, go ahead and make the chocolate small. We're okay with it. You don't need to fool us into buying your little candy bars. It's Halloween. You had us at, "Chocolate..."