

Peeps

by the NUMBERS



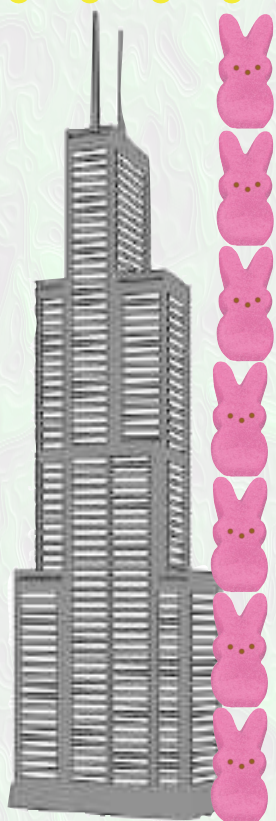
2X

Just Born® produces enough PEEPS® Brand Marshmallow Candies in one year to circle the earth twice.

#1



PEEPS® holds the record for being the #1 non-chocolate candy at Easter for more than 20 years!



8,000

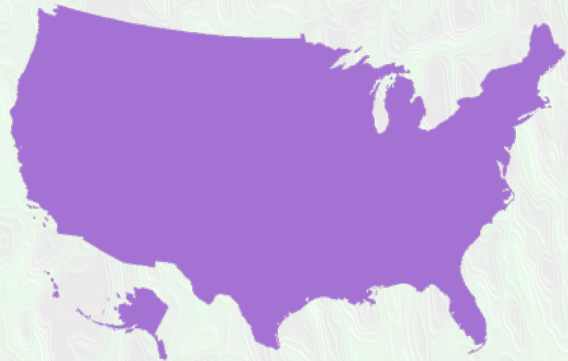
If you had 8,000 PEEPS® bunnies, and you stood them in a straight vertical line, you could reach the top of the Sears Tower in Chicago.

1953



The first PEEPS® Chick hatched in 1953

More than 70 million PEEPS® are needed to stretch from New York City to Los Angeles



28

Each PEEPS® Chick has only 28 calories and zero grams of fat.



70,000,000

5,500,000

5.5 million PEEPS® on average are produced daily.



Yellow and white PEEPS® chicks and bunnies came first, but are now available in six colors, yellow, purple, pink, orange, green and blue

6



27 hours

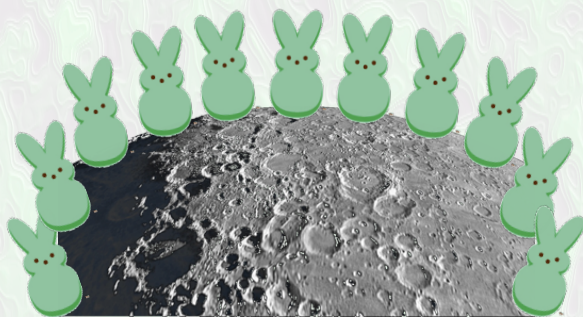
In 1953, it took 27 hours, with a pastry tube by hand, to create one PEEPS® Marshmallow Chick.



6 minutes

Today, thanks to an automated process, it takes 6 minutes to create one PEEPS® Marshmallow Chick.

It would take 172 million PEEPS® bunnies to circle the moon



172

1955

In 1955 PEEPS® wings were "clipped" to give them a sleek, modern look.

