

RUSTY LUCAS
1219 E. Perkins Ave. J4
Sandusky, Ohio 44870

August 6, 1999

Keebler Company
One Hollow Tree
Elmhurst, IL 60126

Dear Keebler Elves:

I have always enjoyed your Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter. I especially appreciate the way that you conveniently package them into six packs of sandwich cracker packages. Then those six packs are then sometimes packaged together into a box of eight six packs -- so you are REALLY getting 48 sandwich crackers.

I wonder if you have ever considered or would consider selling individually wrapped Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter. Maybe sometimes I am not hungry enough to eat all six sandwich crackers and I might only want one or four or two or five (you get the idea, so I won't even include the option of eating only three of them).

You see, my friends, if you do not eat all six of the Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter, the remaining sandwich crackers might get stale (especially in this humidity we are having this summer -- do you subscribe to the theory of global warming? I do!!! You don't sell aerosol cheese spread do you? I no longer use ANY aerosol products of any kind anymore because of what they do to the ozone layer and contribute to the greenhouse effect. I sometimes use aerosol hairspray to preserve my chalk on paper drawings but ONLY because I have found that the pump hair spray sometimes makes the drawings run a little bit before holding the design). Also, sometimes I get ants when I fail to finish all six Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter. But then I think that that might be a good advertising campaign for Keebler. A new slogan can be: "Ants like our Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter, and so will you!" Maybe you could even make a commercial where Ernie the Elf makes friends with some ants that live out back behind the hollow tree! They could have a picnic together (ants LOVE picnics) with Keebler snacks!

And on this whole issue of the multi-pack of Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter, why were they packaged in six to begin with? I understand that you had to use an even number, since they are packaged one on top of the other to conserve space. It would be difficult to put three or five in a package because of the awkward formation. (BUT you could package them in packs of one -- see my idea in paragraph two above). But why six instead of two or four? (I am not even going to discuss the possibility of eight or ten because that is just stupid).

I also think that an even number of sandwich crackers helps to keep them whole because each sandwich cracker is reinforced by its counterpart. Kind of like the trick where you can break a single stick, but when you try to break two or three or four sticks together, it is more difficult and bordering on impossible. I mean, you know what they say about a house divided against itself!

But I digress. I am already on page two of my letter and I still have not addressed the reason for writing to you today. The last package of Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter that I purchased had only five complete sandwiches and then two plain cheese crackers without any peanut butter filling. I immediately thought of those clever Hostess commercials where the shark bites the floatation device and says, "Where's the cream filling." (You see, he thought he was eating a big cupcake).

I hope you do not mind me mentioning Hostess in this letter to you since they are a competitor of yours in the snack food market, but since only you are reading this, it's not like they are getting any free advertising at Keebler's expense.

The worst part about my experience was that this was the last six pack of Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter in my box, and it was the last sandwich cracker in that particular six pack. (It might have been the FIRST if I had opened the package at the other end). So my anticipation of one last cheesy and peanut buttery combination bite was mounting as I finished off those last few sandwich crackers but I ended on a big let down and thought, "Hey, where's the peanut butter filling? You don't think Hostess could sue me for copyright violations for thinking that do you? Is it possible for someone in your legal department to find that out for me? BUT PLEASE DON'T SEND ME A LEGAL BILL FOR THE ADVICE! (ha ha).

Anyway, I think when my six pack of Cheese & Peanut Butter Sandwich Crackers with Real Peanut Butter came through, someone at the hollow tree in quality assurance must have been napping. Do you think it might be time for Ernie to retire and for that young whippersnapper elf I have seen to take his place? (I hope I do not offend anyone at Keebler with that comment because I hold Ernie and all he has done for the snack food industry in the utmost highest regard. I am only thinking of what's best for everyone and Ernie deserves a break anyway. At least give him a nice cruise vacation or something!) Does Ernie know Santa Claus by the way? Or maybe some others in his extended family maybe work for Santa? I was just curious, but you don't have to tell me if that is confidential information. I can understand the security risks from divulging that type of information when it is classified.

Thank you for your attention to my peanut butter problem, my friends! I am enclosing the wrapper because of where it says, "Should you have any reason to write to us regarding this product, please send your comments, along with entire wrapper..." I hope it doesn't matter that a corner of my wrapper was torn and lost, so that the entire wrapper is not enclosed...

Rusty Lucas

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p.s. I also really really really really really really loved the Keebler Butter Braids pretzels, but I have not seen them in stores in a long long long time. Do you no longer make those? Now I find that I have to melt my own butter and dip my pretzels into the liquid butter to get buttery taste in my pretzels, but it is not the same because the butter is not baked right in, and the pretzels tend to get kind of greazzy that way. PLEASE bring back the Butter Braids!