

WIKIPEDIA

Cocoa Puffs

Cocoa Puffs is a brand of chocolate-flavored puffed grain breakfast cereal, manufactured by General Mills.^[1] Introduced in 1958, the cereal consists of small orbs of corn, oats, and rice flavored with cocoa. Essentially, Cocoa Puffs are Kix cereal with chocolate flavoring; similarly, Trix has been, for most of its existence, fruit-flavored Kix.

Cocoa Puffs are sold in Canada, Latin America, Mexico, and Europe under the Nesquik brand, via a partnership between Nestlé and General Mills.

Contents

Ingredients

Flavors and variants

Advertising

References

External links

Ingredients

On several occasions, Cocoa Puffs boxes stated that they are made with real Hershey's chocolate.^[2]

In December 2009, General Mills announced that it would cut the sugar in 10 cereals including Cocoa Puffs to less than 10 grams of sugar per serving. This could represent a 25% decline in the sugar content from the original level and 18% from the 2009 level of 11 grams per serving.^[3]



Flavors and variants

A cereal bar of Cocoa Puffs has been made. A layer of dried, sweetened condensed milk is added to the bottom, and marketed as a substitute for a bowl of milk and cereal.

Cocoa Puffs



A Cocoa Puffs box, 2001.

Type	Breakfast cereal
Place of origin	United States
Main ingredients	Whole grain corn, sugar, corn syrup, cornmeal, canola and or rice bran oil, cocoa solids processed with alkali
Variations	Multiple
Other information	Trix, Kix, Count Chocula
<div><div> Cookbook: Cocoa Puffs</div><div> Media: Cocoa Puffs</div></div>	

The newest addition was introduced in the summer of 2008, Cocoa Puffs Combos, which consists of the recognizable chocolate puffs with vanilla puffs. Unlike original Cocoa Puffs, the Combos cereal does not contain cocoa; instead, it contains artificial, imitation cocoa.

Advertising

The mascot of Cocoa Puffs is Sonny the Cuckoo Bird, introduced in 1962. In television commercials, Sonny attempts to concentrate on a normal task but ends up coming across some reference to Cocoa Puffs themselves (usually described by the adjectives "munchy, crunchy, chocolatey") and bursts with enthusiasm, exclaiming his catchphrase "I'm cuckoo for Cocoa Puffs!"^[4] Sonny was voiced by Chuck McCann from 1962 to 1978, and has been voiced by Larry Kenney since 1978.^[5]

Sonny's name comes from the original format of the commercials, in which he was paired with his grandfather (also voiced by McCann). Rather than proper names, they always referred to each other as "Gramps" and "Sonny." When the grandfather was dropped from the ads, "Sonny" remained as the character's name. In 2010, Gramps returned to the Cocoa Puffs ads, with McCann reprising his role as Gramps and Kenney continuing to voice Sonny.

Sonny was designed by Gene Cleaves; animation pioneer "Grim" Natwick, of Fleischers' Betty Boop history, also contributed to the early images of Sonny and Gramps, according to then-contemporaries who collaborated with Natwick during his 100-year career.^[6] Sonny was originally depicted as wearing a pink-and-white striped shirt, then in 1995 was redesigned, this time wearing 1990s "extreme" clothes and being given a more Disney-esque appearance. In 2004, he was redesigned in a more simplistic fashion, this time without clothing.

References

1. Cocoa Puffs information (<http://www.minimus.biz/detail.aspx?ID=682>)
2. "Business week" (<https://books.google.com/books?id=dDY7AAAAMAAJ&dq>). *Business Week*. McGraw-Hill (2105–2113): 32. 1970.
3. "General Mills Will Reduce Sugar in Kids' Also it has a version called "Cocoa Puffs Combos" Cereal" (<https://web.archive.org/web/20091214193131/http://abcnews.go.com/Health/Diet/wireStory?id=9289160>). Archived from the original (<http://abcnews.go.com/Health/Diet/wireStory?id=9289160>) on Dec 14, 2009. Retrieved Dec 14, 2009.
4. Berman, Margo (19 July 2012). *The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy* (https://books.google.com/books?id=WjyVh9_SYzgC&pg=PT74). John Wiley & Sons. p. 74. ISBN 978-1-4443-6081-3.
5. <http://www.blog.generalmills.com/2015/10/the-voice-behind-count-chocula-and-sonny/>
6. [1] (<http://www.animationarchive.org/?p=2439>)

External links

- Official website (<http://www.generalmills.com/>)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Cocoa_Puffs&oldid=817835060"

This page was last edited on 30 December 2017, at 21:26.

Text is available under the [Creative Commons Attribution-ShareAlike License](#); additional terms may apply. By using this site, you agree to the [Terms of Use](#) and [Privacy Policy](#). Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

Last Viewed by First Circuit Library on 1/11/2018