

THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE RESOLUTION

No. 63

Session of
2013

INTRODUCED BY BOSCOLA, COSTA, HUGHES, FONTANA, ERICKSON,
WOZNIAK, TEPLITZ, WASHINGTON, FERLO, DINNIMAN, STACK,
BREWSTER, KITCHEN, SOLOBAY, MENSCH, SCHWANK, RAFFERTY,
ARGALL, TOMLINSON, ALLOWAY, PILEGGI AND TARTAGLIONE,
MARCH 19, 2013

INTRODUCED AND ADOPTED, MARCH 19, 2013

A RESOLUTION

1 Recognizing Just Born, Inc., on the occasion of the 60th
2 anniversary of Marshmallow Peeps.

3 WHEREAS, The Commonwealth of Pennsylvania has a rich history
4 of manufacturing companies that are innovators in their
5 respective fields; and

6 WHEREAS, In 1917, Sam Born opened a retail candy shop in
7 Brooklyn, New York, displaying in his store window candy made
8 daily and marketing its freshness with a sign that declared
9 "just born"; and

10 WHEREAS, In 1932, Just Born moved its operations to an empty
11 printing factory in Bethlehem, Pennsylvania; and

12 WHEREAS, In 1953, Just Born made the first Marshmallow Peep,
13 the three-dimensional marshmallow product, by hand-squeezing
14 marshmallow through a pastry tube; and

15 WHEREAS, It once took 27 hours to create one Marshmallow
16 Peep, but today it takes six minutes; and

1 WHEREAS, In 1954, Just Born mechanized the Marshmallow Peeps
2 forming press and became the world's largest manufacturer of
3 novelty marshmallow candy; and

4 WHEREAS, In the 1960s, Just Born introduced Seasonal Peeps,
5 trees and snowmen for the holiday season and pumpkins and cats
6 for Halloween; and

7 WHEREAS, In the 1980s, as the demand for Just Born's
8 Marshmallow Peeps increased, so did the size, as Peeps Giant
9 Bunnies became available; and

10 WHEREAS, In 1995, lavender became the fourth color for the
11 Marshmallow Peeps, following yellow, pink and white; and

12 WHEREAS, In 1998, Just Born turned 75 and blue became the
13 newest Marshmallow Peeps color; and

14 WHEREAS, In 1999, the first flavored Marshmallow Peeps,
15 Vanilla Creme Eggs, were introduced, Peeps jellybeans hit
16 shelves and Peeps launched a nationwide television advertising
17 campaign, an Internet website and the Peeps Fan Club; and

18 WHEREAS, In 2002, Marshmallow Peeps Stars and Cocoa Bats, the
19 first-ever cocoa-flavored Marshmallow Peeps, became available;
20 and

21 WHEREAS, In 2009, Peeps & Company, Just Born's first retail
22 store, opened in National Harbor, Maryland; and

23 WHEREAS, In 2010, chocolate-dipped and chocolate-covered
24 Peeps Chicks were introduced for Easter; and

25 WHEREAS, In 2011, Peeps & Company opened its second retail
26 store in Minnesota at Mall of America and launched its new
27 online store featuring candy and merchandise from their
28 signature candy brands; and

29 WHEREAS, In 2012, Peeps & Company opened the doors to its
30 much-anticipated store in Bethlehem, located at The Outlets at

1 Sands Bethlehem; and

2 WHEREAS, For Easter 2013, Just Born is introducing a new
3 Peeps Giant Bunny donning a green bow tie and holding a carrot
4 and is also introducing a yellow Peeps Chick nestled inside a
5 premium chocolate egg; and

6 WHEREAS, In 2013, Marshmallow Peeps celebrates its 60th
7 anniversary with a year full of festivities, including a
8 television commercial campaign and promotions on the Internet
9 website; therefore be it

10 RESOLVED, That the Senate recognize the accomplishments of
11 Just Born, Inc., on the 60th anniversary of Marshmallow Peeps.