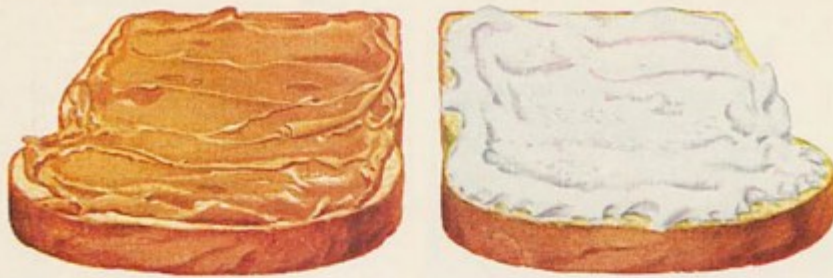


1,001 ways to celebrate National Fluffernutter Day, Oct. 08

Who didn't fall in love at first sight when they devoured their first Fluffernutter sandwich as a kid? Who, besides a communist, doesn't love one?

While the sandwich invented right here in Massachusetts has been around since it was branded "Fluffernutter" in 1960, its roots go back to Emma and Amory Curtis of Melrose, MA when they invented "Snowflake Marshmallow Creme" in 1913 – right in the middle of World War I. The couple published the first-known recipe for a sandwich idea using their creation which included peanut butter, of course.

Peanut butter lovers never had it so good



It's a **Peanut Butter** and **Marshmallow** sandwich made with

New Kraft Marshmallow Creme

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Spread one slice of bread with new Kraft Marshmallow Creme, another with peanut butter, and put 'em together—it's that easy. And it's just as easy to use this fluffy, light creme in your marshmallow recipes—or as a topping for hot chocolate, ice cream and cake—because it spoons right out of the wide mouth jar. Can you hardly wait to try it?

Free Recipe Booklet: 25 new desserts, candies, toppings and drinks! Write: Kraft Marshmallow Creme, Box 501, Chicago 77, Illinois.



New from Kraft, the people who make the marshmallows you like best

4 years later a one Archibald Query – boy folks had some odd first names back then – came up with a spread he called “Marshmallow Creme”, indubitably inspired by the Curtises. America’s kids soon fell in love with the spread and the sandwich and for parents, it was a quick, affordable way to fill their bellies.

It wasn’t until decades later, 1960 to be exact, in an attempt

to market the peanut butter and marshmallow creme sandwich that an advertising agency for Durkee-Mower coined the term Fluffernutter. For those, outside of New England: it's pronounced "Fluffahnuttah." We gave it to the world, we have the last say!

America being a melting pot, a land of foodies and creative folks, took the idea and ran with it. Don't get me wrong, the traditional Fluffernutter of peanut butter and "Fluff" on white bread is the gold standard, quintessential version but there are some variations that will get you salivating, even if you are a die-hard traditionalist.



Let's ease into some of the ideas so as not to turn your knees into marshmallow. Slight variants are the toasted version and the peanut butter, Fluff and banana sandwich. I personally never cared for a PB & J with banana but this variant has me considering.

Take that a step further there is the Banana Foster Fluffernutta and the [Banana FluffaNutella Grilled Cheese](#).

The [Fluffernutter Three-Ways](#) features three kinds of peanut

butter – maple, chocolate, and cinnamon raisin swirl. For the “Team America” types there is the traditional Fluffernutter add bacon and the Fluffernutter battered and fried. Finally, there is the drool-inducing [Fluffernutter cookie cups](#).

These ideas are just the tip of the iceberg and while there may be 1,001 ways to do something with the Fluffernutter, to celebrate National Fluffernutter Day, a good old-fashioned plain Fluffernutter will do. While enjoying one you are taking part in a slice of Americana!

