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## Sugar smacks cereal bear

Sugar Smacks redirects here. For other uses, see Sugar Smacks (disambiguation). Honey Smacks Honey Smacks cereal boxes (known only as Smacks outside the U.S. on international markets) are sweet puffy puffy breakfast cereals made by Kellogg's. Naming Introduced in 1953, cereals have undergone several name changes. It started out as Sugar Smacks. [1] In the 1980s, her name became Honey Smacks. [1] In the early 1990s, perhaps because the product's mascot, Dig'em Frog, was specifically described as referring to Smacks cereals[citation needed], honey was dropped from the name and the product was later simply called Smacks. The name is still used in Germany.[2] Spain,[3] Belgium,[4] the Netherlands,[5] and France. [6] However, in the US the name returned to Honey Smacks in 2004. In the UK in 1957, a similar product called Sugar Puffs debuted; [7] It was previously produced by the Quaker Oats Company, and in 1976 the mascot became a large furry yellow creature called honey monster. In Norway[8] and Finland,[9] it is known as Honni Korn Smacks. In Australia, this cereal has been known as Honey Smacks since the 1970s. However, Kelloggs Australia no longer markets the brand. [10] In 2007, a small consumer petition was launched calling for the restoration of the product. [Citation needed] Honey Smacks is no longer sold in Italy. Sugar content of Kellogg's Honey SmacksNutritional value per 100 g (3.5 oz)Energy370 kcal (1500 kJ)Carbohydrate89 gSugars56 gDietary fiber4 g Fat2 g Protein7 g Unit µg = microgram • mg = milligram IU = International Unit †Percentages will approximately use U.S. recommendations for adults. Source: USDA Nutrient Database In a 2008 comparison of the nutritional value of 27 cereals, US magazine Consumer Reports found that Honey Smacks and Post Cereals' Golden Crisp were the two brands with the highest sugar content, more than 50 percent (by weight), commenting There was at least as much sugar in a portion of Kellogg's Honey Smacks [...] as in the glazed doughnuts of Dunkin' Donuts. (Cereals are both sweet puffy oats.) Consumer Reports recommends parents choose cereal brands with better nutritional ratings for their children. [11] Honey Smacks product titles are inconsistent with honey being a small ingredient in recipes. The ingredient label implies that sugar and dextrose are at least two-thirds of the sugar ingredients by weight. [12] In contrast, the proportion of honey in recipes can range from a trace amount to a third. 2018 recalls Kellogg Cereal returned to shelves in November of that year. [16] The marketing history of Bowl of Honey Smacks Since cereal was introduced in 1953, there have been a variety of different mascots. USA Clifty the Clown Various clowns served as advertising mascots from 1953 to 1956.[17] including Clifty the Clown and Lou Jacobs of the Ringling Brothers and Barnum and Bailey Circus. This ad with a clown is known for showing them doing Sugar Smack Swing. Smaxey the Seal In 1957, a seal wearing a sailor's outfit named Smaxey became a mascot. Quick Draw McGraw Sheriff Hanna-Barbera's cartoon horse, Quick Draw McGraw, took over in 1961. The Smackin' Bandit In 1965, the mascot became The Smackin' Bandit, half donkey, half kangaroo who kissed everyone in sight. Smackin' Brothers The Smackin' Bandit was replaced in 1966 by the Smackin Brothers, two boys wearing boxing shorts and boxing gloves. These ads usually feature brothers who want Sugar Smacks but end up hitting each other instead. Also during 1966, promotional box designs were introduced briefly featuring characters from Star Trek. [18] Later ads were similar to most Cheerios ads because they showed how vitamin-powered cereals were. Paul Frees narrates this ad. Dig'em Frog In the early 1970s, an Indian Chief appeared briefly, replaced by Dig'em Frog in 1972. He went on to become a mascot when the cereal was rechristened Honey Smacks in the early 1980s. In this ad, Dig'em will appear in front of a group of kids, and they'll eat cereal together. Love Smacks This character is a heart-shaped dog, which is shown in 1982 giving hugs to children. Wally the Bear Dig 'em was replaced by an animal more associated with honey, Wally the Bear, in 1986 (1984 in France). [19] The ad features Wally (not confused with Wally Bear's Wally Bear and NO! Gang) annoys a child eating a bowl of Honey Smacks and does anything to get some, and the boy will always resist or simply ignore Wally completely. Animated by Kurtz & Friends, these ads performed poorly because they looked too much like Trix ads, and Dig'em Frog was brought back the following year by popular demand. Dig'em Frog (redux) During the 1990s, an advertising campaign for cereal featuring Dig'em tried to have a bowl of Smacks while trying to outsmart her arch-enemy, Kitty. In 1997, the ad was discontinued. Dig'em's voice is provided by Len Dresslar and then Frank Welker. While the ad for Honey Smacks no longer airs in the US, more recent ads in other countries portray Dig'em as a character who is heavily addicted to Smacks. European Uk Accuracy this section is debunked. Relevant discussions can be found at Talk:Honey Smacks. Please help ensure that disputed statements are reliably sourced. (April 2020) (Learn how and when to remove this message) In the UNITED Kingdom, the cereal was promoted with Barney the Dinosaur characters from the mid-1980s, to compete with Quaker's Sugar Puffs brand. In the 1990s it was changed to Dig'em Frog. French In France the cereal is called Smacks with a box that featured prominently in Jean-Luc Godard's 1965 film Alphaville. Similar products such as Golden Crisp Quaker's Sugar Puffs Malt-O-Meal Golden Puffs Aldi sells a similar product called Honey Wheat Puffs manufactured under the Millville brand. Reference ^ a b The Oxford Companion to Sugar and Sweets. Oxford University press. 2015-04-01. p. 209. ISBN 978-0-19-931362-4. ^ German Kellogs. ^

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Sugar BearVoiced byGerry MatthewsIn-universe informationSpeciesBearGenderMaleOccupationMascot of Golden Crisp Sugar Bear is the mascot of the post cereal advertising cartoon Super Sugar Crisp (later Golden Crisp), appearing in ads for cereals. [1] History Sugar Bear originally appeared in as the mascot of Golden Crisp (later called Crisp,[2] a cereal produced by General Foods Corporation under the Post brand. The original bear was designed by Robert Bob Irwin, a graphic designer for Post Cereal[citation needed] and voiced, in animated advertising, for 40 years by Gerry Matthews in the emulation of Bing Crosby's persona[2] - a shallow-eyed, relaxed character who echoes his cereal compliments with the tone of Joshua Fit the Battle of Jericho. He was cast as a character in the 1964 Saturday morning cartoon Linus the Lionhearted. Most of the characters in the series, sponsored by General Foods, were mascots for Post cereal products (permitted at the time, then banned by the American Federal Trade Commission (FTC)). [3] Sugar Bear usually wears a blue turtleneck sweater with his name on the front, and in the 1980s a bite of Super Sugar Crisp would turn him into a muscular Super Bear (this alter ego was used to fight monsters who would steal cereal). Some ads in the mid-1980s made him use sheer casual gestures to outsmart the aggressive tendencies of other animals. Examples include a 1987 spot featuring Sugar Bear riding an elephant into a vibrant tiger forest, playing matador to a raging bull, wandering with rhinos, and arguing with ocean irate sharks. However, her consistent enemies are an old woman called Grandma Goodwitch; both will engage in complex contests, often involving trickery, magic, and high technology (often one or more of these methods), to determine who will get ownership of a box of cereals. In the end, Grandma Goodwitch would never get angry with Sugar Bear, though. Other nemeses from Sugar Bear include Blob, whose breakfast includes pickles and soda; and Sugar Fox, who always tries and fails to keep Sugar Bear from getting his box of Super Sugar Crisp. Sugar Bear characters are popular enough to have the occasional premium toy. A yo-yo and padlock were produced in the 1960s, and even in 1993, a Christmas ornament saw him dressed as Santa Claus. Miniature talking luxury dolls were also released in the early 1990s. Recently, Wacky Wobbler was released by Funko Inc. Currently, Sugar Bear is being illustrated for box covers by commercial illustrator Seymour Schachter. In 1971 producer Jimmy Bowen, singers Kim Carnes and Mike Settle, songwriter Baker Knight, and others created a bubble pop studio group called Sugar Bears. A cardboard cutout recording was produced and printed on the back of thousands of boxes of Super Sugar Crisp cereal. The illustrated notes identify four members: Sugar Bear, Honey Bear, Shoobee Bear, and Doobee Bear. Five different versions of the record were printed, each with one of the five songs featured on the label. A commercial album, Presenting the Sugar and three singles released by Big Tree Records with one song, You Are The One, reaching #51 in Billboard charts. [5] References ^ Rovin, Jeff (1991). Encyclopedia of Cartoon Animal Illustrations. Prentice Hall Press. Pp. 250-251. ISBN 0-13-275561-0. Retrieved April 8, 2020. ^ a b The Golden Crisp Story: Can't Get Enough of that Golden Crisp. Food Post. Retrieved July 31, 2014. Webster, Andy (August 30, 2007). Trouble in Heaven? Call the Shaman, hold the PlayStation. New York Times. Retrieved July 26, 2015. ^ Presenting Sugar Bear at BadCatRecords. Retrieved 12 January 2015. ^ Lost in the 70s: The Sugar Bears at popdose.com. 2009-01-08. Retrieved 19 January 2015. The Evolution of Sugar Bear external link Taken from

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