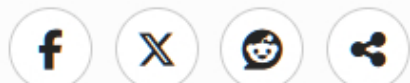


More Fantasy Foods Made Real

The imaginary has come to life.

Jesse Rhodes

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Stay Puft Marshmallow Man Courtesy of Flickr user martinteschner

Last year Lisa [wrote about imaginary foods](#) from movies, books and television shows that initially existed purely to tantalize the imagination. As luck would have it, some of those imaginary foods were turned into products you could actually purchase. With incredible edibles such as [everlasting gobstoppers](#) and [Bertie Bott's Every Flavor Beans](#), it's amazing how these culinary flights of fancy have been translated into the real deal—and we're pleased to note that even more have sprung up.

Stay Puft Marshmallows: The animated series “The Real Ghostbusters” was the cornerstone of my Saturday mornings (well, at least after “Pee Wee’s Playhouse” went off the air) and I definitely recall more than one occasion on which I tried recreating the Stay Puft marshmallow man—the smiling, bulbous monster in a sailor hat that terrorizes New York—with toothpicks and whatever campfire-size marshmallows were handy. It was only a matter of time before someone in a marketing department had the bright idea to entice people like me to buy back a bit of their childhood. Not that I’m complaining—the Stay Puft packaging is pretty spectacular with its bold, minimalist graphics and marshmallow-textured box. It might be a while before I fork over 20 bucks for gourmet marshmallows infused with caffeine (sweet liquor of life though it is), but I can’t say I’m not tempted.

Cheesy Poofs: The animated comedy “South Park” has been on the air since 1997, and most people with a cursory knowledge of the show will know that foul-mouthed eighth-grader Eric Cartman has a penchant for Cheesy Poofs. (His love goes so far as lead him to enter a jingle-writing competition. And [of course he wins.](#)) Various puffed corn snacks rolled in atomic-orange cheese flavoring have long been known in the real world as Cheetos, cheese curls, cheese puffs and by an assortment of other names. But bona-fide Cheesy Poofs have never graced grocery store shelves until this summer, when Comedy Central joined forces with Frito-Lay to produce a limited edition run of the snack that will be on sale at Wal-Mart until “South Park” resumes its 15th season this October.

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Jesse Rhodes is a former *Smithsonian* magazine staffer. Jesse was a contributor to the *Library of Congress World War II Companion*.

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