

Jell-O Gallery To The Rescue

by Lynne Belluscio

I took the phone call. “This is Candice Choi. I’m a reporter for *Associated Press*. Can I talk to you about the history of Jell-O?” “Sure. What do you want to know?” And so we talked for about twenty minutes. The usual information – everything I can cram into twenty minutes. Then she said, “Jell-O sales have declined recently. Have you seen a decline in visitors at the museum?” “Certainly not this year. Attendance dipped the last couple of years, but it is directly linked to the amount of money I spend for advertising and this year, attendance is back up. But I can tell you, that for the most part, the people that visit here, love Jell-O and if they haven’t had Jell-O lately, they leave saying they’re going home to make some. Most of them wish we had samples, or ask why we don’t sell Jell-O.”

On Friday, August 22, *Associated Press* released the story and the entire world learned that Jell-O sales had slipped 19% in the last four years. I had a call from a radio station in Canada. “You know, Jell-O is Canada’s Most Famous Dessert,” I said, “And only a couple of years after Jell-O was introduced in LeRoy, it was being manufactured and distributed in Canada. Canada

has one of my favorite flavors -- Granny Smith Apple Jell-O. --And no I don’t know anything about slumping sales. We really concentrate on the history of Jell-O and we aren’t part of the Jell-O Company.”

That night I went home and kept thinking, there’s got to be a way to make something good of this. Already folks were coming in to tell us that they learned about the museum because of the AP article. -- Something about any publicity is good publicity. So I went to Tops and bought 80 boxes of Jell-O and posted a sign. The boxes flew off the shelf and the next day I went to Batavia and bought more at Walmart and discovered several different flavors. I had to go back again the next day.

Folks were elated to find Island Pineapple and Cranberry and went home with several boxes of their favorite flavors. A group of foreign exchange students bought boxes of Lime. I have made arrangements with Walmart to buy Jell-O by the case, but it will be two weeks before the order arrives. So I went up to Brockport and hit Walmart and Wegman’s. (My apologies to the folks behind me in line.)

In the meantime, we have arranged the boxes of Jell-O

according to the year that they were introduced: 1897 Strawberry, Raspberry, Lemon, Orange; 1904 Cherry; 1907 Peach; 1930 Lime; 1956 Grape and Black Cherry; 1961 Strawberry-Banana; 1978 Apricot; 1992 Berry Blue; 1993 Watermelon; 1994 Cranberry; 1996 Island Pineapple. The newest flavors are Mango, Cherry Lemonade and the “Fusion” flavors (whatever that means).

We also offer several Sugar-Free Jell-O flavors. Jell-O has offered sugar-free favors since 1925 when it introduced Diabetic Jell-O also called Dezerta.

When Jell-O was introduced in 1897, it cost 10 cents a box. I did an Internet search to determine how much that 10 cent box would cost today and was amazed to discover, it would cost \$2.50. So Jell-O is really quite a bargain today.

The AP article cited yogurt as infringing on the popularity of Jell-O – which considering the



On August 22, 2014 Associated Press announced that Jell-O sales had plummeted 19%!!!

The Jell-O Museum comes to the rescue and offers Jell-O for sale.

Help keep Jell-O America’s Most Famous Dessert.

Buy a box of Jell-O!!!!



fact that Batavia is producing “tons” of yogurt -- gives a ironic twist to the story. I think Jell-O needs to promote recipes that use Jell-O and yogurt. Why not shake some powdered Jell-O on your yogurt. In fact, we are giving away Jell-O and yogurt recipes. (I remember as a kid, shaking powdered Jell-O on cottage cheese -- sounds so good, I think I’ll get some cottage cheese tomorrow and try some of that Island Pineapple on top. Yum!)

We hope to sell Jell-O from now on, and I am kicking myself that we didn’t have it on our selves before. So if you are looking for the illusive Cranberry or Island Pineapple and Watermelon, stop by and buy. We just might be able to make Jell-O America’s Most Famous Dessert again!

One of the easiest yogurt and Jell-O recipes:

- One cup boiling water
- One cup non-fat (or regular) yogurt
- 1 3 oz pkg of Jell-O
- Pour all ingredients into blender and mix
- Pour into dishes and refrigerate

Another recipe for Jell-O and Yogurt pie filling

Mix 32 oz non-fat yogurt with large box of Jell-O. Put into microwave and heat 1 ½ minutes. Take out and stir thoroughly. Return to microwave for 1 minute. Pour into graham cracker pie crust and refrigerate.

