

The following stories are fictional creative interpretations of our brand. Obviously.

1902

**NEW YORK'S BEST SNACKS™**

**FORGET ABOUT IT? I DON'T THINK SO...**

**NYBS™**

**RANCH CASHEWS**

**BOLD - TANGY - HERBACEOUS**

**HEART HEALTHY FATS**

**THE EMPIRE STATE - REALLY**

Rome, NY - Gubernatorial candidate Octavian Augustus unveiled a bold platform Wednesday: Transform New York into a literal empire by annexing parts of Massachusetts, Connecticut, and "maybe the good bits of New Jersey, assuming there are some."

Citing the state motto Excelsior ("Ever Upward"), Augustus declared, "We've been thinking too small. It's time the Empire State acted like an empire—with borders that expand."

His campaign map includes "Greater Buffalo," which extends into Pennsylvania, and "Ultra Brooklyn," which claims coastal Rhode Island.

"It is telling that he wears a toga to his conferences and has a marble bust of himself in his office," said one of his political rivals.

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WINDOW

NYBS Ranch Cashews IRL

**NON  
GMO**

**Grain  
Free**

**16g\*  
Protein**

**4g\*  
Fiber**

\*Per 100g serving

**NET WT 3.5 oz (100g)**

Monounsaturated fat | **20g**

Polyunsaturated fat | **7g**

Per 100g serving

**AND WHAT DOES A RANCH  
TASTE LIKE ANYWAY?**

New York, NY - For generations, Americans have unthinkingly consumed products labeled "ranch" flavor. Now, for the first time, researchers are looking for the ranch that started the trend.

"We are well underway surveying ranches across the country," said Dr. Milo Mouthwatering, Vice President of flavor research at the Institute of Curiosity and Stuff in Manhattan. "We have over 200 trained tasters and thousands of citizen volunteers in the field tasting everything from fence posts to soil samples. If the original ranch is out there, we will find it."

They had a false alarm last week when a volunteer taster in Wyoming reported licking a donkey that had recently rolled in dill.

