

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™

SMOKED NUTS GLUTEN FREE

ALMONDS CASHEWS PECANS

HEART HEALTHY FATS

NEW YORK'S NEWEST CRAZE!

Albany, NY - NYBS smoked nuts are taking the Empire State by storm, with empty shelves leaving lawmakers and public officials scrambling to restore calm to populations from Troy to Peekskill. "It's absolutely nuts," asserted Steven Snacker, gubernatorial candidate for minority party, "New Yorkers expect their government to be ready for flavor sensations like this, but the previous administration left us all in the lurch. Voters will remember this disaster come November."

Some New Yorkers don't see the issue as critical. "It's not like the streets are littered with the smoking ruins of minivans the way they were the last time NYBS released a new flavor," said Governor Rebecca Eland. "It's like I tell my kids, 'calm down, the smoked nuts will be back on shelves soon. Stop hyperventilating and eat a banana.'"

WINDOW

NYBS Smoked Nuts IRL

NON
GMO

Grain
Free

15g*
Protein

7g*
Fiber

*Per 100g serving

NET WT 3.5 oz (100g)

Monounsaturated fat 20g
Polyunsaturated fat 7g
Per 100g serving



Artistic representations of nuts
for people who've never seen a nut before

SPORTS: HUDSON VALLEY FULL
CONTACT GOLF LEAGUE

Kingston, NY - In a bold reimagining of the gentleman's game, a new sports league has launched in upstate New York: Full-Contact Golf. "Regular golf was just too easy--we wanted something for the fans to sink their teeth into," said league founder Kip 'Knuckles' Grizzle, a former hockey enforcer turned 12-handicap.

While critics call it, "an abomination of sport," fans call the new adaptation of golf, "finally watchable".

Continued on page 5.

