

= Fluffernutter =

A fluffernutter is a sandwich made with peanut butter and marshmallow fluff usually served on white bread . Variations of the sandwich include the substitution of wheat bread and the addition of various sweet , salty and savory ingredients . The term fluffernutter can also be used to describe other food items , primarily desserts , that incorporate peanut butter and marshmallow fluff .

The sandwich was first created in the early twentieth century after marshmallow creme , a sweet marshmallow @-@ like spread , was invented in Massachusetts . During World War I , a recipe for a peanut butter and marshmallow creme sandwich , the earliest known example of the sandwich , was published . The term ? fluffernutter ? was created by an advertising agency in 1960 as a more effective way to market the sandwich .

The sandwich is particularly popular in New England and has been proposed as the official state sandwich of Massachusetts .

= = Recipe and variations = =

A fluffernutter is made by spreading peanut butter on a slice of bread , then spreading an equal amount of marshmallow fluff on another slice and finally combining them to form a sandwich . Variations of the recipe include wheat bread instead of white , Nutella hazelnut spread instead of or in addition to peanut butter , and the addition of sweet ingredients like bananas or savory and salty ingredients like bacon . The Fluffernutter itself is often seen as a variation on the peanut butter and jelly sandwich . Though often seen as a food for children , the Fluffernutter recipe has been adapted to appeal to adult tastes . For example , a New York caterer serves a Fluffernutter hors d 'oeuvre in a toasted ice cream cone with a spoon of peanut butter and torched marshmallow fluff on top .

The term fluffernutter has also been used to describe other foods that feature peanut butter and marshmallow fluff , including Fluffernutter cookies , bars and cupcakes . Durkee @-@ Mower , the company that produces Marshmallow Fluff , a brand of marshmallow fluff , produces a cookbook that features recipes for Fluffernutter bars , frosting , pie and a shake . In 2006 , Brigham 's Ice Cream and Durkee @-@ Mower introduced a Fluffernutter flavor , which featured peanut butter and Marshmallow Fluff in vanilla ice cream . Fluffernutter was also the name of a candy briefly produced by the Boyer Brothers candy company beginning in 1969 .

= = History = =

Marshmallow fluff , one of the two main ingredients of a Fluffernutter , was invented in the early 20th century . Archibald Query invented a creation he called Marshmallow Creme in Somerville , Massachusetts , in 1917 , while Amory and Emma Curtis of Melrose , Massachusetts , invented Snowflake Marshmallow Creme in 1913 . During World War I , Emma Curtis published a recipe for the Liberty Sandwich , which consisted of peanut butter and Snowflake Marshmallow Creme on oat or barley bread . The recipe was published in a promotional booklet sent to Curtis ' customers in 1918 and may be the origin of the Fluffernutter sandwich . Earlier labels and booklets published by the Curtises suggested combining Snow Flake Marshmallow Creme with peanut butter or eating it on sandwiches with chopped nuts or olives .

Meanwhile , sugar shortages during World War I hurt sales of Archibald Query 's Marshmallow Creme , so Query sold his recipe in 1920 to two men from Swampscott , Massachusetts , H. Allen Durkee and Fred L. Mower , who began distributing the product through their company , Durkee @-@ Mower Inc . The pair renamed the product Toot Sweet Marshmallow Fluff , and Durkee @-@ Mower continues to sell the product under the name Marshmallow Fluff . The sandwich made with peanut butter and marshmallow fluff continued to be eaten , but was not called a Fluffernutter until 1960 , when an advertising firm Durkee @-@ Mower hired created the term as a more effective way to market the sandwich . Fluffernutter is a registered trademark of Durkee @-@ Mower , although the company 's U.S. trademark registrations for the term cover only ice cream and printed recipes . In 2006 , Durkee @-@ Mower sued Williams @-@ Sonoma Inc. in the United States District Court

for the District of Massachusetts , alleging that Williams @-@ Sonoma infringed on its trademark by selling a marshmallow and peanut butter chocolate @-@ covered candy under the Fluffernutter name .

In June 2006 , Massachusetts State Senator Jarrett Barrios gained national attention when he proposed legislation restricting the serving of Fluffernutter sandwiches in public schools . After Barrios learned that his son was served Fluffernutters on a daily basis at his Cambridge , Massachusetts , public elementary school , he created an amendment to a junk food bill that aimed to limit the serving of Fluffernutters in Massachusetts public schools to once a week . The proposal was criticized as an example of trivial and overly intrusive legislation , while Barrios ' supporters pointed to concerns over the problem of childhood obesity . Among the people who defended the Fluffernutter at the time was Massachusetts State Representative Kathi @-@ Anne Reinstein , whose district in Revere was close to Lynn , where Marshmallow Fluff is made . She claimed she planned to " fight to the death for Fluff " and supported legislation that would make the Fluffernutter the official state sandwich . The measure failed , and Reinstein tried again unsuccessfully in 2009 . Supporters of the bill cited the sandwich 's close association with childhood and Massachusetts .

= = In culture = =

The term fluffernutter has sometimes been used disparagingly to describe something that lacks substance and has minimal to no cultural value . On the other hand , some writers look on Fluffernutters and marshmallow fluff as a source of childhood nostalgia and regional pride .

The sandwich has close ties to New England , particularly to Somerville , Massachusetts , where Archibald Query invented Marshmallow Fluff , and to Lynn , Massachusetts , where Durkee @-@ Mower has produced it for decades . Somerville holds an annual festival called What the Fluff ? based around celebrating Marshmallow Fluff and Fluffernutter sandwiches . The festival incorporates music , visual art , games and a cooking contest based around Fluff and Fluffernutters . In 2011 , NASA astronaut Richard Michael Linnehan , who was born in Lowell , Massachusetts , and ate a Fluffernutter while aboard the International Space Station , acted as one of the contest judges .

In the fifteenth episode of the eighth season of the animated television series The Simpsons entitled " Homer 's Phobia " guest star John Waters (of Pink Flamingos fame) comes to town and is taken with the " camp / kitsch " aesthetic in which the Simpsons are blissfully unaware they live . The following occurs when he (John) arrives at the Simpsons residence for a 5'oclock snack :

Also mentioned in the lyrics of the 1970 sunshine pop anthem " Love You " by The Free Design :
October 8 is National Fluffernutter Day .