

## General Mills monster-themed breakfast cereals

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Franken Berry was very popular when first introduced possibly because the initial batches of the cereal used a dye that didn't break down in the body, causing many children's feces to be bright pink, a symptom sometimes referred to as "Frankenberry Stool."

*You can imagine the marketing team having their first meeting after the cereal's release. "We have good news and bad news. The good news is, your latest cereal is very, very popular. The bad news is, it's not in any way due to the character you came up with, the box design you slaved over, the costly ad campaign, or the hours you put in coming up with free toy ideas. Gentlemen, you should probably sit down...."*

[http://en.wikipedia.org/wiki/General\\_Mills\\_monster-themed\\_breakfast\\_cereals](http://en.wikipedia.org/wiki/General_Mills_monster-themed_breakfast_cereals)