

Munchos®: More Than Meets The Eye



By: Troy Aker
English IV AP
4th Period
Ms. Van Unen

In the beginning of mankind, humans had four basic needs to survive. The first two are very straight forward, food and shelter. The third was the need to procreate¹. The fourth, and most elusive, was the need for a snack that was light & tasty. . . and all natural.

At first, primitive man had to live in caves, which wasn't too comfortable. Over the years, caves turned into crude huts made of mud and grass. Crude huts turned into better stone houses. Stone houses turned wood or brick houses. The need for adequate shelter was solved when apartments were created.

Food was always there. Whether it was a vegan's snack, fruit & berries, or was the carnivor's delite of red meat. Primitive man had food, and this has carried up through the ages. Occasionally, a flood or drought will kill crops and people, but that has not stopped the phenomenon of McDonald's™. McDonald's™ helps feed the world. . .keeping it healthy. With the invention of "fast food" and the inevitable spread around the world, hunger was cured!

Then there was overpopulation because everyone decided to procreate. Though there are many thoughts on to why there is an overpopulation problem, such as better healthcare which leads to a longer lifespan, it can be directly linked to the "adult entertainment" industry which brings in an estimated \$10 to \$14 billion annually. It only makes sense that the more people have sex, the more babies are produced. Overpopulation is a problem that has yet to be cured.

This leaves only one of the four basic human needs unsatisfied. The need for an all natural, light, and tasty snack to have between feeding times. The technological advances through the years gave us such things as Twinkies®, Pixi Stix®, and SPAM®, which are all very delicious. . .yet man made. The human body craves natural foods. Foods that grow directly from the earth. This was unsatisfied until 1969, when some explorers near the Amazon River in Brazil discovered the fabled Muncho® tree.

¹ For more information on procreation, please see <http://www.sex.com>
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History

Legend has it that the Muncho® Tree was discovered by Ray & Mary Whitaker in 1969 in the Amazon Basin in Brazil. Ray & Mary who were wed in 1954 in Walkerton, Indiana. Ray was an successful actuary and Mary was a happy homemaker. They had their honeymoon in Rio de Janeiro, Brazil. For their 10 year anniversary they decided to go back to Rio de Janeiro and renew their vows. Their flight to Rio de Janeiro had a layover in Brasilia, the capital of Brazil. Unfortunately that's where the lovely vacation took a turn for the worse.

During their two-hour layover, they stumbled upon a drug deal while looking for a place to eat lunch and had to flee for their lives. The drug deal was being coordinated by Hector Villa Campos, the right-hand man of notorious '60's crime lord Juan Nocha. Under heavy gun fire, Ray was able to steal a car parked in front of a grocery store and they fled northwest, towards the Amazon River. . .the opposite direction that they needed to go.



As it became painfully clear to Ray & Mary, they weren't anywhere near Rio de Janeiro. The road they were on became very rough and hard to drive on. They still

feared that they were being followed so they abandoned the car and fled on foot into the thick Brazilian rain forest.

Separating the facts from the fiction of the events of the next five years is quite a task. Some of the issues are disputed by experts in both science and religion. Neither Ray nor Mary have been very specific about what happened during that period in time. When interviewed, both start answering the questions then seem to just glaze over and blank out until another question is asked. Some of the things we do know about the events during that time:

1. Ray lost an ear somewhere and somehow. But he doesn't remember anything about it.
2. Mary claims to have had twins, but sold them to the monkeys for a 4-month supply of fresh fruit.
3. Both Ray and Mary smelled surprisingly well after spending five years in a jungle with no shelter.
4. The fingernail on Ray's right index finger was removed, and has yet to grow back.
5. Mary likes bananas.

That is all that is known about their time away. There are many theories about what happened to them in the jungle ranging from alien abduction to living in some sort of a 2-person Lord of the Flies group. But none of these theories can be proven.

After five years in the jungle, Ray & Mary came to the conclusion that the drug dealers were no longer after them and started to try to find a way out.

As Ray & Mary were making their way back to civilization, Mary had an unfortunate accident where she fell in a mud slide during a heavy rain down towards the Amazon River. Her slide was halted when she hit a tree. This was a tree they hadn't seen during their stay in Brazil. When she hit the tree, one of its fruits was jarred loose and fell near her. It was a bag of Munchos®.

Hungry from her trip, she decided to open the bag and see what it taste like. By this time, Ray had made it down to her to check on her condition. At that moment, the rains stopped. A beam of light shot through the clouds and rested upon them. They felt a heavenly warmth. They knew that this wonderful tasting fruit had been sent to them by the Lord.

Upon returning to America, they told their story to the widely read Life magazine. When the story was released, Adam Brubecker, Frito-Lay Senior VP of Research & Development became instantly interested. He thought that the heavenly taste of Munchos® would compliment the recently released Funyuns® and Taco flavored Doritos® a couple years earlier. Plus, this would give Frito-Lay a foot in the door in the health food market, since Munchos® grow already packaged on trees.

Brubecker then pitched the idea to Frito-Lay CEO, David Ames. Ames loved the idea and the company then contacted the Whitaker's about their finding.

Ames agreed to pay the Whitaker's a finder's fee of 15% of the net profits on Munchos® for the next decade. Ray & Mary gladly accepted the deal knowing that they were now set for life financially.

Unfortunately for the Whitaker's, they were led down the wrong path by the despicable Frito-Lay corporation. Frito-Lay did not put Munchos® into the market until 1971, so Ray & Mary lost two years of their ten year contract right there. Then with all the funding that was needed to retrieve the fruit, do research and development, and to bring the product to the United States, Munchos® didn't actually make a profit until 1979. The profit the company made on the sale of Munchos® that year was \$178.43. So Ray & Mary collected their check for \$26.76 as promised.

Then in financial ruin, they declared bankruptcy. They went on to live out the rest of their days quite nicely, but always held a grudge against Frito-Lay and their mega-evil partner in crime, PepsiCo.



The last picture of Ray & Mary Whitaker

Production

The Muncho® Tree is much like it's North American cousin, the Black Spruce. As you can see in the photos below, there is a striking visual resemblance:



Black Spruce
Tree



Muncho®

Frito-Lay scientists determined that the bags the fruit are in act as some sort of natural heat and weather shield. The bags protect the tree from the heavy rains and the heat found in Brazil. That is the only way the tree survives in South America.

The life of the tree expires within weeks of the fruit being picked. Its natural shield has been removed. The picking is done by a group of Brazilian workers called L.A.B.I.A. (Latin American Boys for Industry and Agriculture). Famous for being South America's first Union, the L.A.B.I.A. works for \$.34 per day per worker. If the L.A.B.I.A. does not receive its wages, it becomes enraged and combines with the other South American unions, the C.L.I.T (Central Latin Intelligence Team) and the V.A.G.I.N.A (Various Agricultural Greeting Inbred North Americans) to cut North American production off completely until terms are settled. North American companies then do whatever is possible to make the L.A.B.I.A., the C.L.I.T., and the V.A.G.I.N.A. happy so production can resume again. Some North American companies have even turned to sending flowers or chocolates.

Once the fruit is picked, it is sent to Salvador, Brazil. From here it is loaded on boats and sent to the United States. Frito-Lay has set up its own transport

boats to make the shipments. Somehow Frito-Lay has been able to circumvent U.S. Customs. There have been rumors flying around the industry that Frito-Lay has been paying off high-level Customs officials to get an easy trip into the United States. Frito-Lay contends that they just have a wonderful staff in their import traffic department. Nothing can be proven as of yet.

Because the life cycle of this rare tree is so short after the fruit is picked, that Frito-Lay immediately began Research and Development on the tree. They have yet to be able to prolong the life span of the tree nor have they been able to get the tree to grow outside of its natural region of Brazil. But scientists are very close to finishing work on a Muncho® Tree / Palm Tree hybrid that could survive in North America.

If the scientists can create a North American version of the tree, the company has considered trying to create a smaller Muncho® plant that can grow inside homes. These would be sold at grocery store chains with a MSRP of \$29.99.

Impact

The economic impact for both Brazil and Frito-Lay has been astounding. Frito-Lay pays Brazilian workers an aggregate total of \$5,387.58 per year to pick the fruit, and another \$3,478.15 per year to transport it from the Amazon to Salvador, Brazil. This is a total of \$8,865.73. That in itself is enough to rig the elections each year to create favorable conditions.

Frito-Lay is now turning a net gain of \$23.6 million each year on Munchos®. Ray & Mary's family recently tried to sue the mega corporation for \$150 million they felt they were due. The honorable judge Ray Martin dismissed the case within an hour after the trial started and promptly announced his retirement. He immediately drive his brand new Viper to the airport and got on his newly purchased private plane and moved to an unnamed non-extradition country.

On a side note, Ray Martin opened a Swiss Bank account with an undisclosed amount of money, but was thought to be in the 9 digit range.

On another side note, Frito-Lay announced a capital loss of \$100 million due to an untimely penguin grenade accident that destroyed a research plant that no body had ever heard of in Antartica.

Along with the economic value of Munchos®, the social impact is just as valuable. Here is a list of the ways Munchos® have been involved in some of the most important situations in the past 20 years:

1. PepsiCo CEO John Watersmith and COO Matthew Dufault were eating Munchos® when they decided to create a new teen slut-bunny known as Britney Spears.
2. Big 8 accounting firm Arthur Anderson and oil giant Enron often send Munchos® to each other during Christmas time as a show of trust.
3. President Bill Clinton and White House intern Monica Lewinsky often shared Munchos® after their ~~ora~~ Oval Office encounters.
4. It was not until Fidel Castro was given Munchos® near Christmas time by former President Jimmy Carter that Castro allowed Cubans to celebrate Christmas.

5. Bill Gates wanted to change the name of his company from Microsoft to Munchosoft to try to give the image that his company is actually good for you, but Frito-Lay won the trademark infringement case in court. Microsoft then appealed the case, and the U.S. 9th Circuit Court of Appeals upheld the ruling of the lower court.
6. On June 12, 1987, U.S. President Ronald Reagan and Soviet leader Mikhail Gorbachev meet in Berlin and Reagan urges Gorbachev to tear down the Berlin Wall. They were snacking on Munchos® at the time.

Testimonials

"Not only did Munchos® help reunite me with my biological parents, they made my teeth whiter."

--Ricardo Lopez, Bible salesman, Austin, TX

"I eat Munchos® before and after having unprotected sex, and I haven't gotten pregnant!"

--Jenny Frost, middle school student, Little Rock, AR

"When my boss saw me eating Munchos® at lunch, he immediately gave me a promotion!"

--Todd Langley, Custodial Engineer, Ocala, FL

"They're delicious, and I am glad they are so healthy and all natural."

--Kristal Van Unen, Claims Analyst, Seattle, WA

"I told you so Kristal."

--Troy Aker, Office Gimp, Seattle, WA

"Munchos® helped me get rid of my rash."

--Benny Smith, unemployed, South Bend, IN

"Eating Munchos®, I only gained 12 lbs in the same amount of time I would have normally gained 14 lbs."

--Jane Stills, talent scout, Durham, NC

"Munchos® for me is just like an orgasm."

--Britney Spears, teen slut-bunny, Kentwood, LA

"Muncho ibba willie willie gooba foba yush."

--Pedro, homeless activist, Seattle, WA

Munchos® are so much more than just a fruit. They are part of Americana. They are so ingrained in society today, that the very fundamentals of freedom we live in would crumble if they were taken away from us.

Over the years they have become synonymous with the bald eagle, apple pie, and baseball as icons for the United States. A proposal to amend the Pledge of Allegiance was made recently. Instead of saying “. . .under God” which was found unconstitutional, the proposed saying is “. . .under Munchos®” It is favored to win by an overwhelming landslide. Some schools have already made the change.

God Bless Munchos®.

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