

Candy Corn

Name _____



What popular Halloween candy is triangular with a white tip, orange middle, and broad, yellow end? Of course, it is the age-old, impossibly sweet, candy corn. Candy corns have been filling up the Halloween bags of lucky trick-or-treaters for decades. Little do most people know that its history began well before trick-or-treating became a mainstay of Halloween.

The candy corn was first invented in the 1880s by a man named George Renninger of the Wunderlee Candy Company. Renninger wanted to make a candy that resembled actual kernels of corn. His creation was a big hit with farmers and in 1900, the Goelitz Company began producing candy corn and distributing it to the masses. At the time, they called it “chicken feed” and it came in small boxes with a rooster and the tagline “something worth crowing for.” Candy corn quickly became so popular that the Goelitz Company couldn’t produce enough to meet demand for the product. Following World War II, however, it employed the use of 12 factories to crank out as much candy corn as possible. When candy corn became advertised as a Halloween candy, its popularity exploded. Today, the company still makes candy corn, although its name has long since been changed to the Jelly Belly Candy Company. In honor of its roots, the Jelly Belly Candy Company now makes a candy corn flavored jellybean.

According to the American Confectioners 35 million pounds of candy corn is sold every year. That amounts to over nine billion individual pieces! New variants of candy corn have emerged such as the “Indian corn” variety with a white tip, orange middle, and dark brown end. The “reindeer corn” variety has a white tip, red middle and green end.

While candy corn is full of sugar it is actually one of the more “healthy” Halloween candies. A handful of the tri-colored candies contains a mere 140 calories and are totally fat free.

1. The history of candy corn...

- A. began after kids started trick-or-treating for Halloween.
- B. began in 1900.
- C. began well before kids started trick-or-treating for Halloween.
- D. began when the Goelitz Company started producing it.

2. Why was candy corn once called “chicken feed?”

- A. Because it was very popular with farmers
- B. Because it was popular with chickens
- C. Because it could be eaten by chickens or people
- D. Because the Goelitz Company couldn't produce enough of it to meet demand

3. Based on how the word “mainstay” is used in the following sentence, which of the choices below would qualify?

Little do most people know that its history began well before trick-or-treating became a mainstay of Halloween.

- A. Turkey as a mainstay of Thanksgiving
- B. Notebooks as a mainstay of paper
- C. Glasses as a mainstay of teachers
- D. Marshmallows as a mainstay of hot chocolate

4. What happened after World War II? (Select all that apply)

- A. The Goelitz company increased production of candy corn
- B. The Goelitz Company decreased production of candy corn
- C. The Goelitz company became the Jelly Belly Candy Company
- D. The Goelitz Company began distributing candy corn to the masses

5. What is NOT covered in the passage?

- A. Does the Goelitz Company still make candy corn?
- B. Are there different kinds of candy corn?
- C. How is candy corn made?
- D. How much candy corn is sold every year?

6. To what question would “to honor its past” be the answer?

- A. Keene's actions made her one of the most famous people in American history
- B. Keene's actions served as a strange episode in a national tragedy
- C. Keene's actions served to comfort the nation during a horrible event
- D. Why did the Jelly Belly Company produce a candy corn jellybean?

7. “Reindoor corn” would be considered a _____ of candy corn.

- A. healthier version

- B. variant
- C. replacement
- D. better kind