

An Angry 20 Something's Guide to Trick or Treat Candy Supremacy

(Warning: Contains nuggets of truth dipped in explicit language and hyperbole)

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Top Tier

- **Reese's (any form minus the Reese's Pieces)**
 - Like there is any doubt that when you see Reese's in that big bowl of candy your inner voice doesn't go "OOOOOH YEAH! BINGO!" The Reese's Peanut Butter Cup is the greatest invention since the latex condom, which if you would have used one you would not have to wander the streets in the cold with your little monster... payback's a bitch.
(Note: The latex condom was introduced in 1920 and the Reese's Peanut Butter Cup was introduced in 1928.)
- **Snickers**
 - Part of the "Holy Trinity" of Halloween Candy, so long as they know they serve the "God Candy" that is Reese's.
- **Milky Way**
 - Another part of the "Holy Trinity" and my mother's favorite. These often were found missing from my candy bag as a child. I would have put a missing person's ad on a milk carton, but mom washed down my missing candy with the last of it.
- **3 Musketeers**
 - The final part of the "Holy Trinity" it's fluffy, chocolaty, and just a damn fine candy. Bravo if you stock this during the holiday.
- **Butterfinger**
 - Its coolness is derived from the classic peanut butter/choco combo, but it's also cool due to the old Bart Simpson commercials.
- **Twix**
 - Pound for pound the unhealthiest candy you can get during trick or treating... that's why it is top tier. Just look at the wrapper sometime for nutritional facts and imagine your thighs getting bigger with every bite.
- **Take 5**
 - A newcomer to the trick or treat field. We welcome the Take 5 and its combo of salty and sweet flavors. If your friends don't know what it is, trade them for some of your lower tiered candy and giggle with delight.
- **Kit Kat**
 - A simple concept gone right. Cheap wafers covered in chocolate? Hells yes and give me at least 2 sticks at a crack because they are going down quick!
- **White Chocolate**
 - A rarity to find during trick or treating... so if you are lucky enough to find a house that is carrying it you might want to rearrange your costume and hit it up again.
- **Chips (Not including popcorn)**
 - Non-traditional, but who can deny that after a sugar bender there is nothing more satisfying than busting open a small bag of Doritos to cleanse your palate for the next rounds of sugary goodness.
- **Soda**
 - Another rarity, but it has been known to happen. It's heavy to lug around so I suggest cracking that bad boy open and slugging it down right there on their stoop.
- **Anything "King Sized"**
 - Rare among common houses, but if you think outside of the box and start hitting up businesses a lot of them will freak out and just hand you a king size bar off the shelf. Dirty bars in small towns are known for giving these out... you stay classy Wisconsin.

Middle Tier

- **Hersey's plain chocolate bar**
 - It's chocolate, so that's cool... but you are competing against some heavy hitting combos with chocolate, so its stock value is diminished.
- **Baby Ruth**
 - One of those candies you see and go "They still make these?" You don't necessarily think of it as a bad candy, you just don't eat it often enough to covet them.
- **M&Ms (all kinds)**
 - I'm sure people will fight me on this one, but I just find M&Ms to be a "Filler" of the bag sort of candy. Delicious? Yes. Are there candies you get more excited about though? Yes.
- **100 Grand**
 - Doesn't cost a hundred grand and it doesn't taste like it either, nuff said.
- **Goobers**
 - Great for theaters and other events, but perhaps Goobers are just too simple for the grand theatrics of Halloween. They are essentially peanut M&Ms after someone has sucked away the candy shell.
- **Oh Henry**
 - "What the hell is this thing?" Old people love this candy for some reason and think that kids love them too. To kids now-a-days this is as foreign to them as a "Be Kind Rewind" sticker.
- **Skittles**
 - Again, people get defensive about their love for Skittles. I just think they are not as enjoyable as some other candies out there. Sue me.
- **Crunch Bar**
 - The Crunch bar is like a plain Hershey bar who thinks it's cool because it bedazzled its jean jacket. "Yo guys, I'm all crunchy and shit so you should love me..." We don't, and stop trying so hard.
- **Swedish Fish**
 - I love these foreign fishes, but I think of them as a movie going candy.
- **Almond Joy/Mounds**
 - While I love these bad boys, the law of averages suggests that some people hate coconut. Therefore they must be knocked down a peg.
- **Popcorn Balls/bags of popcorn**
 - This is one of the funny items you get that you are not sure how you feel about it right away. I mean you were expecting candy, but then those wrinkly old hands give you a popcorn ball in clear wrapping. You say thanks politely and move on to the next house. When you get home you poke at it and decide to try it and BAM! You start to wonder if that old lady wasn't the sweet Virgin Mary come back to Earth to hand you a salty and sweet snack! Amen.
- **Gummy Bears**
 - Not found too often, but who doesn't love gummy bears? The hard part is finding a good opportunity to eat them while consuming a boatload of chocolate. I'm sorry people, but chocolate and gummy bears do not mix.
- **Heath Bar**

- While some people know what is inside these, a lot of people go “It’s toffee right?... Yeah? Shit, who cares and hand me a Snickers.” Due to its flavor ambiguity it can be confusing to non-connoisseurs of candy.
- **Nerds**
 - A welcome break from all the chocolate you are consuming, but I will be damned if they don’t end up all over the house and ground into the carpet at some time.
- **Dots**
 - What I would consider a “Challenge Candy,” by which I mean that the challenge is to not rip the fillings out of your teeth while trying to eat more than 2 dots at a time. My jaw hurts just thinking about it.
- **Junior Mints**
 - Aww they are so cute... but after I eat them everything tastes like Aquafresh so they are a game ender. The closer of the candies.
- **Starburst**
 - Don’t get all defensive now. I know you love Starbursts and so do I, but when I want Starbursts I want more than just two, all right? Make a 4-piece package for Halloween and then we will talk about a promotion.
- **Sugar Daddy**
 - Another “Challenge Candy” that I’m pretty sure dentists created because no matter what you do it ends up all stuck in your grill for days, causing your teeth to rot and that inevitable dentist trip after Thanksgiving.
- **Whoppers**
 - Like chocolate covered sawdust. It tastes strange and it feels strange to eat. No me gusta.
- **Mike & Ikes/Hot Tamales**
 - While these are fun to eat, I just don’t think of them as Halloween Candy material. I’m sorry Mr. Mike and Mr. Ike but you just can’t cut it as a top level exec on our team. But don’t worry, you will be around well after the roaches have taken over.
- **Milk Duds**
 - The last of the “Challenge Candies.” If you have found a way to eat these things without looking like a goon or shoving your whole fist in your mouth to try and pick them out of your molars, I think you are in the running for a Nobel Prize.
- **Sour Patch Kids**
 - A newcomer to the sport, but just hasn’t lived up to expectations of trick or treaters. While they pretty much corner the sour candy market for the holiday, they need to lose their soft and gummy edge, gain a few ounces, and just become more dangerous in order to move up the ladder. It’s like cage fighting.
- **Twizzlers**
 - Brand name red licorice is a welcome change from all the chocolate... but beware their knock off brethren that people try to pawn off on you.
- **Sixlets**
 - Much like Whoppers, just smaller and with a candy shell... but they are still filled with sawdust. I figure since their bigger brother made the list they should be included too. I’m an equal opportunity candy lobbyist.
- **Specialty Suckers** (Skull Pops, Carmel Apple Pops, etc.)
 - Suckers are usually reserved for the bottom of the bag, but every now and again you get

served up a specialty sucker that just changes your view on it. Maybe it changes your tongue colors, maybe it's in the shape of something cool, or maybe just maybe it's filled with bacon!

Bottom Tier

- **Sweet Tarts/Shock Tarts**
 - Bah, what are you doing on shelves before Valentine's Day? Crawl back into your hole until February when I need a cheap "I love you" gift for my partner.
- **Bottle Caps**
 - These sugary versions of Tums are for when you have started to lose hope in your candy pile. Enjoy the feeling of eating sweet chalk.
- **Reese's Pieces**
 - I find it odd that the "God Candy" would make an abomination version of itself. They taste nothing like a Reese's Peanut Butter Cup so save yourself some time and get some peanut butter M&Ms.
- **Chick-o-Stick**
 - Oh look a pretzel covered in insulation! Mmmm they taste like it too. By the time you are down to this candy you can say "I'll pass, but I will take some more pumpkin pie."
- **Laffy Taffy**
 - What did the 20-something say to the Laffy Taffy? Your jokes are stupid so shut your flap. Also, outside of banana you are pretty much worthless when your saltwater cousin is readily available.
- **AirHeads**
 - Anyone who has ever eaten an AirHead has to deal with the fact that after chewing it a few times it turns into this nasty warm and chunky goo in your mouth... does that sound appetizing to you?
- **Tootsie Pops**
 - How many licks does it take to get to the center? Well the owl says 3, but I think the better question is "How many Tootsie Pops stuffed inside a sock does it take to knock out my smaller sibling?"
- **Mints**
 - Unless I just finished gorging myself at a Chinese Buffet I don't want these small swirls of mint... and by the way get rid of the red ones when the green are clearly way better.
- **Flavored Tootsie Rolls**
 - These are usually floating around the bottom of your trick or treat bag by the end of a couple of weeks. But it's either eat them or enjoy that nasty orange wrapped candy old Mrs. Jenkins gave you.
- **Smarties**
 - Canada's finest accomplishment in the candy world. (Check the wrapper--they really are made in Canada.) Problem is that they are a gateway drug to smoking crack. Don't believe me? Check this out. <http://www.youtube.com/watch?v=-BJ66tmBz50&feature=fvst>
- **Red Hots**
 - I've battled with the placement of Red Hots since they are delicious. I rationalize putting them in this category because you don't always feel like eating them. Or usually

they are an accessory to a bigger candy project like Christmas Wreaths or Gingerbread Houses.

- **Gum (Double Bubble, Bazooka Joe, etc.)**
 - If you are handing these out to kids you might as well hand them the eggs from your fridge and the toilet paper from your crapper since it's going to be all over your yard and house later anyway.
- **Jaw Breakers**
 - Jaw Breakers are convenient and are straight up sugar, what's not to love? Maybe the fact that I don't have 30 years to eat one. Timeliness candy; you need to be able to be eaten quickly so I can shove more into my mouth.
- **Strawberry filled hard candy**
 - How are these still around? Every parade I have seen has people hurling these little strawberry filled confectionary rocks at people, yet the next day the curbs are littered with them because nobody wants to take them home. Get the hint and piss off.
- **Root Beer Barrels**
 - I personally love root beer barrels; I think they are candy gold when you want one. The problem is that you don't always want one, and if you have other candy to choose from you will usually overlook them. Sorry little brown nuggets of sugar and spice, but you just can't hack it in the majors.
- **Life Savers**
 - This is a candy that should be used to riding around in the bottoms of bags by now. Every woman over the age of 45 has a half eaten roll of Life Savers crusted with lint in the bottom of her purse.
- **Jolly Ranchers**
 - The problem I have with Jolly Ranchers is less about the candy itself and more about the people who apply them to trick or treating. They scream, "I'm cheap, but at least it's not generic!" The suburban home with the Honda parked in the driveway displaying a bumper sticker reading "I Heart Costco" is a house to avoid.
- **Plain Tootsie Rolls**
 - One of the few Kosher Kandies (see what I did there) in the market. While I give them props for being inclusive, there will be no high five for flavor.
- **Lemon Heads**
 - Unless you really like lemon flavored things the only use for Lemon Heads is as ammunition for that slingshot you are asking Santa for that you won't get.
- **Generic Red Licorice**
 - You open up the wrapper and sink your teeth into the red leathery rope of licorice candy and then SON-OF-A-BITCH! It falls apart in your mouth and tastes more like wax than candy... you've just been had.
- **Butterscotch Candies**
 - Unless you are 80 years old with grandchildren or drive a windowless van around town, there is no excuse for having these on hand. Just sayin'.
- **Good & Plenty**
 - Good & Plenty? More like Shitty & Insufficient, but that name didn't test well in markets.

“Throw-Away” Candy/Items

- **Candy Corn**
 - Candy Corn has a place...in a trick or treat bag is not one of them. Save it for your office candy jar that will still be full of candy corn come Easter.
- **Wax Lips**
 - Not even supposed to be eaten, WTF?!
- **Small Suckers**
 - Loopy fibrous sticks & heads less than ½ an inch in diameter? No-name suckers are just one of those things you see and give a sigh of defeat because it means you have come to the ultimate bottom of your trick or treat bag.
- **Orange and Black Wrapped Peanut Butter Candy**
 - If I find the creators of this candy I will burn down their factory. How does this stuff survive when everyone I know loathes it?
- **Black Licorice**
 - Law of averages people...
- **Circus Peanuts**
 - Wow a candy that goes stale instantaneously and tastes like orange ass (whatever that is), thanks.
- **Pennies (as in money)**
 - Damn you old women! This isn't 1945!
- **Tooth Brushes**
 - Who are you fooling Dentist Man? Plus the brushes are cheap and more for advertising. Here you go Doc, take this tiny plastic Mr. Potato head shoe. It's an ad for the ass kicking I'm about to give you for ruining my holiday with your checkup reminders!

Happy Halloween! I hope you have enjoyed my absurd ramblings on candy