



gum review





Welcome to the wonderful world of elastic plastic. Chewable, smackable, blowable, spittable. The life cycle of a piece of gum is short but lively.

It begins with a delightfully packaged rectangle or square, with the occasional ovular exception, enclosed tightly in a piece of paper.

That wrapper evokes some of the best of human experience. Bright pinks, yellows, blues; images of juicy, saturated fruit; surreal, descriptive language; illustrations of animals and bubbles.

It's also an artifact of youth. Remember picking out a pack (or, if you really knew what was up, a roll) of Hubba Bubba at the grocery store check out and sneaking it onto the conveyor belt behind the broccoli, hoping your mom wouldn't notice? Remember being relentlessly solicited for pieces of Juicy Fruit by kids who weren't even your friends, if you were bold enough to bring a full pack to school?



Whatever your childhood memories of gum may be, we all go through the same, unknowingly violent process of consuming it.

After ripping away your victim from the rest of its peers in the pack, you tear open the playful packaging, place the imperfect sugary form between your jaws, and chomp. Chomp until it's completely disfigured.

The gum loses its solidity, melting into malleable mush that is at the complete mercy of your mastication.

It takes whatever shape you tell it to. Once it's been twisted, popped, and squished—and you're done sucking out of it all that it has to offer—you spit it out, back into the once-beautiful, carefully designed wrapper it came in.

Now, it's a lifeless slimeball. It oozes your saliva. Of course, that is how the act of chewing gum goes. The end result is always a macabre, unwanted entity.





## Airheads Blue Raspberry

No. of chews until soft:	2 chews
Time until flavor loss:	75 seconds
Initial flavor:	5 out of 10
Bubble-ability:	2 out of 10
Mouthfeel:	4 out of 10
Notes:	punchy, burning



## Orbit Strawberry

No. of chews until soft:	13 chews
Time until flavor loss:	76 seconds
Initial flavor:	8 out of 10
Bubble-ability:	2 out of 10
Mouthfeel:	6 out of 10
Notes:	delicious!

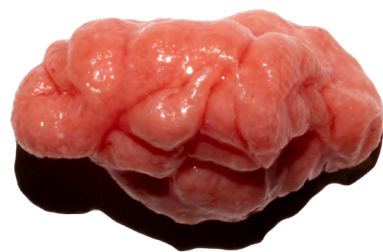




## Trident Pineapple Twist

No. of chews until soft:	14 chews
Time until flavor loss:	83 seconds
Initial flavor:	7 out of 10
Bubble-ability:	3 out of 10
Mouthfeel:	6 out of 10
Notes:	smooth, mild





## Trident Layers Strawberry + Citrus

No. of chews until soft:	11 chews
Time until flavor loss:	70 seconds
Initial flavor:	4 out of 10
Bubble-ability:	3 out of 10
Mouthfeel:	5 out of 10
Notes:	citrus doesn't fit in



## Big Red Cinnamon

No. of chews until soft:	12 chews
Time until flavor loss:	102 seconds
Initial flavor:	3 out of 10
Bubble-ability:	1 out of 10
Mouthfeel:	2 out of 10
Notes:	painful to blow bubbles





## Doublemint Peppermint

No. of chews until soft:	14 chews
Time until flavor loss:	118 seconds
Initial flavor:	8 out of 10
Bubble-ability:	4 out of 10
Mouthfeel:	7 out of 10
Notes:	a classic





# Extra

## Sweet Watermelon

No. of chews until soft:	14 chews
Time until flavor loss:	95 seconds
Initial flavor:	7 out of 10
Bubble-ability:	2 out of 10
Mouthfeel:	6 out of 10
Notes:	doesn't live up





## Bazzooka Original

No. of chews until soft:	22 chews
Time until flavor loss:	124 seconds
Initial flavor:	3 out of 10
Bubble-ability:	7 out of 10
Mouthfeel:	8 out of 10
Notes:	weird aftertaste



▲ 京線で切ってね ロットおりがみ部



## Lotte Ume

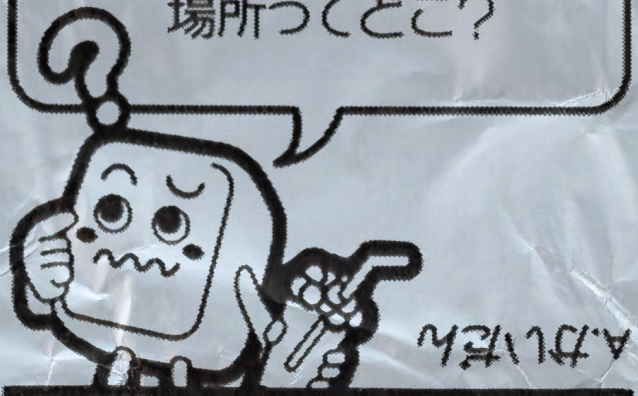
No. of chews until soft:	17 chews
Time until flavor loss:	106 seconds
Initial flavor:	7 out of 10
Bubble-ability:	5 out of 10
Mouthfeel:	7 out of 10
Notes:	tastes like pink





## ?クイズ?

こわ ばし  
Q17. 怖い話をする  
ばしよ  
場所ってどこ?



## ?クイズ?

かあ なか た  
Q18. 顔の中に立っている  
ビルはなに?



## Kracie Super Cola

No. of chews until soft:	13 chews
Time until flavor loss:	127 seconds
Initial flavor:	1 out of 10
Bubble-ability:	8 out of 10
Mouthfeel:	1 out of 10
Notes:	HORRENDOUSLY VILE



## 5 Peppermint Cobalt

No. of chews until soft:	18 chews
Time until flavor loss:	142 seconds
Initial flavor:	4 out of 10
Bubble-ability:	4 out of 10
Mouthfeel:	5 out of 10
Notes:	spicy



INGREDIENTS: SUGAR, DEXTROSE, CORN SYRUP,  
ARTIFICIAL COLOR (FD&C RED 3), CORN STARCH,  
SOY MAY BE PRESENT.  
Concord Confections  
DIVISION OF TOOTSIE ROLL IND., LLC



INGREDIENTS: SUGAR, DEXTROSE, CORN SYRUP, GUM BASE,  
ARTIFICIAL COLOR (FD&C RED 3), CORN STARCH, BHT (TO MAINTAIN FRESHNESS),  
SOY MAY BE PRESENT.

**Concord Confections**  
DIVISION OF TOOTSIE ROLL IND., LLC, CHICAGO, IL  
© CONCORD BRANDS, LLC  
MADE IN CANADA FROM DOMESTIC AND IMPORTED INGREDIENTS



## Dubble Bubble Original

No. of chews until soft:	43 chews
Time until flavor loss:	93 seconds
Initial flavor:	6 out of 10
Bubble-ability:	8 out of 10
Mouthfeel:	3 out of 10
Notes:	joyous, but tiring



ACIDS, GUM ARABIC, ARTIFICIALLY  
MELON FLAVORED, MELON JUICE,  
COLOR ADDED(ANNATTO EXTRAC-  
T),CORN STARCH, CARNAUBA WAX.

Ⓜ MARUKAWA

**melon**

ARTIFICIALLY FLAVORED  
**BUBBLE GUM**

4PCS.



## Marukawa Marble Melon

No. of chews until soft:	11 chews
Time until flavor loss:	31 seconds
Initial flavor:	7 out of 10
Bubble-ability:	1 out of 10
Mouthfeel:	5 out of 10
Notes:	mildly sweet

MADE BY MARUKAWA CONF. CO., LTD.  
IN NAGOYA, JAPAN.

ENJOY TATTOO!  
WET YOUR SKIN FIRST AND PUT BACK-SIDE  
OF THIS LABEL ON THE SKIN, THEN RUB  
IT GENTLY AND REMOVE THE LABEL.



**FUSEN** BUBBLE GUM  
NET WT. 0.147oz (4.15g)



## Marukawa Tattoo Strawberry

No. of chews until soft:	10 chews
Time until flavor loss:	101 seconds
Initial flavor:	7 out of 10
Bubble-ability:	6 out of 10
Mouthfeel:	7 out of 10
Notes:	squishy





## Hubba Bubba Max Strawberry Watermelon

No. of chews until soft:	16 chews
Time until flavor loss:	153 seconds
Initial flavor:	10 out of 10
Bubble-ability:	10 out of 10
Mouthfeel:	8 out of 10
Notes:	delightful

# **junkfood Bubble Gum**

No. of chews until soft:

Time until flavor loss:

Initial flavor:

Bubble-ability:

Mouthfeel:

Notes:





by  
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