

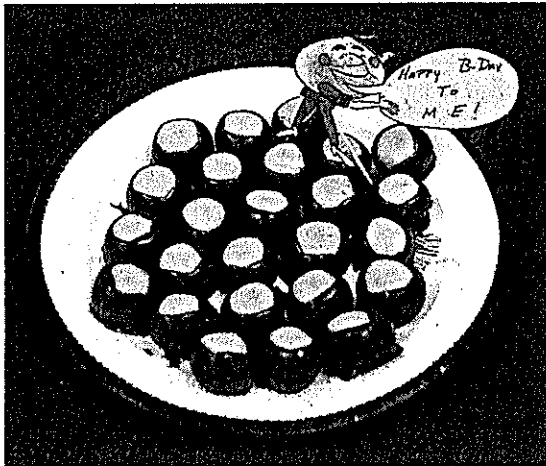
THE buckEYE

the buckEYE of Ohio State University

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THE OHIO STATE UNIVERSITY

Address all communications to:
EMPLOYEE RELATIONS
45 West 11th Avenue, Columbus, Ohio 43201

Editor: John Butterfield
Associate Editor: Patricia Miller



BIRTHDAY CELEBRATION—THE BUCKEYE was five years old October 31 and it was nuts about the party held in its honor in the Office of Employee Relations. Try making these delicious buckeye candies yourself.

How Sweet It Is!

Buckeye Recipe

1½ lbs. powdered sugar
½ lb. butter or margarine
1 lb. peanut butter

Mix together. Form into balls the size of buckeyes. Place on wax paper and refrigerate overnight.

12 oz. pkg. chocolate bits
½ stick paraffin

Melt chocolate and paraffin in a double boiler. Using a toothpick dip balls in chocolate mixture, leaving part of the buckeye uncovered (about the size of a dime). Place on wax paper and refrigerate. Yield: Approximately 3 lbs.

Ohio State gets a bar without beer or dancing

By Gabrielle Williamson
Lantern staff writer

The Ohio State University has granted permission for the sale of an officially licensed Ohio State candy-bar.

The milk chocolate crisp bar, which is similar to a Nestle Crunch bar, is called The Ohio State Chocolate Bar, said Matt Dillon, spokesman for Andrew Noch &

Associates, a Cleveland-based sports marketing group marketing the bar.

The **Buckeye Bar** is being marketed as a limited first edition, with 200,000 bars to be produced.

Dillon said the candy bar will be sold statewide through fund-raising channels, such as retail stores and special event concession booths.

Andrew Noch & Associates,

hopes to produce more than one edition, depending on the bar's success.

A percentage of the proceeds will go to the OSU Scholarship Fund, Dillon said, but he would not say how much.

Specific details regarding proceed percentages have not been released.

Dillon said the heaviest concentration of sales will be in Columbus where support for the Buckeyes is

overwhelming.

"We have done the Cleveland Browns Bar, the Super Bowl Bar, and several editions of the Bernie Kosar Bar, and each has been a tremendous success," Dillon said.

"However, we feel that the appeal in the Columbus area for Ohio State licensed products will make the Ohio State Buckeye Bar our best-selling bar ever," Dillon said.

Several campus-area stores such

as Long's bookstore and Conrad's College Traditions have ordered shipments of the Buckeye Bar, said Terry McGuire of Buckeye Wholesale, a retail store distributor.

However, not everyone is embracing the new candy bar in Columbus.

One potential vendor has not agreed to sell the candy bar at Ohio Stadium or St. John Arena, a potential disaster for the marketing of the candy bar.

Todd Gavin, administrator of

OSU vending, believes students will not buy the candy bar because it is too expensive.

"At this time, the product does not fit our price structure," Gavin said. "It is too expensive for us to sell."

The suggested selling price for the Buckeye Bar is \$1 per bar.

At this time, negotiations are still underway with representatives from university vending and Andrews Noch & Associates to bring the candy bar to campus.

F A R E

S E P T E M B E R

15

Birthdays:
MARY SEE

1881, Howe Island, Ontario, Canada
The face of the kindly bespectacled lady that has graced See's Candies boxes for decades belonged to a real person. Mary Wiseman married Charles See in 1877. After his death, in 1919, she moved with her son, Charles Jr., to Southern California. Using his mother's homemade-candy recipes, Charles opened See's confectionery in Los Angeles in 1921. Mary passed away in 1939, but See's still uses her formulas for the 3 million pounds of candy it produces at its 180 outlets.

S E P T E M B E R

21-26
COUS COUS FEST

San Vito Lo Capo, Italy

In this fishing town in northwestern Sicily, folks treat cous cous (as it is rendered hereabouts) as an icon. This semolina-dough passé was invented in North Africa in the 13th century and later spread all over the Mediterranean. Today, Palestinian cooks come to San Vito's "fest" bearing couscous and lamb, Moroccans bring couscous sweetened with cinnamon and sugar, and locals exhibit couscous alla sanvite, starring the grain in a broth with fresh seafood. Information: 89/91 626 30 80.

S E P T E M B E R

25

TENTH ANNUAL CORNDOG FESTIVAL
Dallas, Texas

At this soiree, artists, stylists, and designers display works honoring the corn dog. There are exhibits of photographs, paintings, films, and sculptures depicting the familiar fair food (our favorite: Botticelli's *Birth of Venus* reimagined with a you-know-what in place of the goddess) for judges to consider and then rate, while guests gossip and nibble on the featured ingredient alongside Tater Tots and cocktail wieners. Information: 214/769-9704.



COURTESY CHUCK WILLIAMS

2000), but I prefer its savory side. And I'll always think of it as the supreme airline dining option: chicken, beef, or parmigeli? REGINA SCHRAMBLING

FOOTBALL NUTS

The buckeyes stop here, please

NOT MANY college football mascots come in an edible version, but then not many college mascots are nuts—at least not literally. The eponym of Ohio State University's football team is the Ohio buckeye—the glossy, dark brown,



inedible nut of the Ohio buckeye tree (*Aesculus glabra*), said to have acquired its name because a light circular patch on its shell resembles the eye of a male deer. But at OSU, in Columbus, where football is very important—two years ago the team won the national collegiate championship—no tailgating party is complete without a Tupperware container filled with buckeyes of a kind that are definitely meant to be consumed. These too look a bit like deer eyes, but they are in fact confections of peanut butter dipped in chocolate, similar in flavor to Reese's cups but with a lot more filling. They were probably first



Brutus Buckeye, official mascot of Ohio State University, above.

R E C I P E

Peanut Butter Buckeyes

MAKES ABOUT 30

WHEN SHE'S NOT taking these treats to picnics or tailgating parties, author Bir likes her buckeyes cold, right from the refrigerator.

2 cups sifted confectioners' sugar	1/2 tsp. vanilla extract
3/4 cup smooth peanut butter	1/4 tsp. salt
4 tbsp. unsalted butter, melted	6 oz. semisweet chocolate chips
	1/2 tsp. vegetable shortening

- Put sugar, peanut butter, butter, vanilla, and salt into a mixing bowl and beat well with a wooden spoon. Roll peanut butter mixture into 1" balls and transfer to a wax paper-lined cookie sheet in a single layer. Freeze until firm, 15–20 minutes.
- Melt chocolate and shortening in a small heatproof bowl set over a small pot of simmering water, stirring often. Remove pot and bowl together from heat.
- Working with about 6 peanut butter balls at a time, insert a toothpick into the center of a ball and dip about three-quarters of the ball into the melted chocolate, leaving about a 3/4" circle of peanut butter visible at the top. Twirl toothpick between your finger and thumb to swirl off excess chocolate, then transfer to another wax paper-lined cookie sheet, chocolate side down. Slide out toothpick and repeat dipping process with remaining peanut butter balls and chocolate, reheating chocolate if necessary.
- Freeze buckeyes until firm. Smooth out toothpick holes left in peanut butter. Buckeyes will keep well sealed in a cool place for up to 1 week and up to 2 weeks in the refrigerator. Serve at room temperature or chilled.

F A R E

developed by an employee of the former Columbus-based confectionery Gordon Candies in 1967.

As a child of fanatical OSU supporters, I was decked out every fall in the school colors of scarlet and gray and carted to very long and, to me, dull football games. The peanut butter buckeyes were my salvation; I learned to seek them out and snatch a few before they disappeared—which was always quickly. And I came to realize that they were the object of a statewide obsession. I met people who serve buckeyes on their Christmas buffet; the OSU cafeteria even makes its own version, in candy bar form.

When I left Ohio four years ago, I didn't miss the football, but I craved buckeyes, and I decided to introduce them to my new friends in California.

Having learned from my mother how to make them, I concocted a big batch, then watched at a party as they were devoured in record time—minus, to my great relief, the accompaniment of a football game. —SARA BIR