

# Mallow-mania

BY JACKY WILSON

FORT COLLINS, Colo. -- Launched just this year, Fort Collins Specialty Foods' "Stuff'n Mallows" aren't just filled with chocolaty goodness, but also come with an equally tasty back story. Colorado State University alumni James Schrack, Paul Jenkins, and Tyler Krenzelo founded Stuff'n Mallows in a beautifully successful accident.

Schrack, Jenkins, and Krenzelo walked into a CSU business class prepped and ready for their presentation they had planned for the next day. The group was to pitch what they thought was an incredibly innovative idea: the "Flowmeter." This intended device could attach to a Camelbak water carrier and monitor the rate of flow, allowing you to know exactly how much water you had left in your pack. With the technology, design, and even name in place, the group was in for quite the surprise when they were delivered that fateful last-minute news. The Flowmeter already existed. Not only was the already-created device essentially of the same design, but it too was called the Flowmeter, and was made by none other than the famous company Camelbak!



With the presentation schedule set for the next day, the entrepreneurs scrambled to find a new idea.

"It started when I was a kid with my dad; we used to shove chocolate inside our marshmallows to get the chocolate to melt. We started as a group project actually here at CSU where we had a different idea that didn't end up working out, so last minute we came up with the crazy idea to figure out a way to make marshmallows with chocolate already inside," relayed Krenzelo.



As one could expect, the class of college students reacted very positively to the presentation (though they all had trouble vocalizing through stuffed cheeks).

The young, fresh and brilliant minds set off on the fast track to success, selling the delicacies in various shops around Old Town, Fort Collins, Loveland and Berthoud, even hoping to launch a national campaign next week.

Delina Gogikos tried a Stuff'n Mallow, and although it was

difficult to speak with a mouth full of mallow, she managed to say, “I’m not a marshmallow person, by any means, and this is going to change that!”

But Stuff’n Mallows aims at more than just creating tasty treats. They also focus largely on community involvement, engagement, and charity.

“From the start of this company we want to set a foundation that truly gives back to the community that makes us possible. That does not mean give some change when were big and famous, but that means from the first dollar we earn we want to be giving back!”

Stuff’n Mallows currently offers three flavors: Chocolate Chip, Mint Chocolate Chip, and Peanut Butter and Chocolate Chip.

