

MBMBaM 783: Spidey Spaghetti

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Intro (Bob Ball): The McElroy brothers are not experts, and their advice should never be followed. Travis insists he's a sexpert, but if there's a degree on his wall, I haven't seen it. Also, this show isn't for kids, which I mention only so the babies out there will know how cool they are for listening. What's up, you cool baby?

[theme song "My Life Is Better with You" by Montaigne plays]

Justin: Hello, everybody, and welcome to My Brother, My Brother and Me, an advice show for the modren era. I'm the oldest brother, Justin McElroy!

Travis: What is up, citizens of Trav Nation? It's me, your middlest brother and brave leader, Travis 'Big-Dog Woof-Woof Vroom-Vroom' McElroy.

Griffin: What's up, Trav Nation? It's me, your sweet baby brother, 30 Under 30, Built Ford Tough, Griffin McElroy. I'm not sure, guys, if I'm even allowed to be doing this right now.

Justin: Yeah, dude, you should be taking the day off, popping your feet up, like all of our government employees. It's anarchy in the USA! We have no government.

Travis: Fear not.

Griffin: And that's—

Travis: Fear not—

Griffin: Not the worst—not the—not the worst! Like obviously bad in a lot of ways, but considering—

Justin: Bad in so many ways—

Griffin: So many ways—

Justin: That are serious. But for the joking of the show—

Griffin: But for the joking of the show? I'm just saying, the government's not been great lately.

Travis: Well... you're welcome.

Griffin: Certain parts of it.

Travis: Trav Nation, I want to use this platform to extend the offer.

Griffin: Yes.

Travis: Of encompassing what you guys call the United States of America.

Griffin: Okay. Let's just go down—let's just go down the list, Trav Nation. Because I really... you know, help would certainly be appreciated.

Travis: Yeah.

Griffin: We've burned a lot of bridges lately.

Travis: Okay.

Griffin: The folks down on Capitol Hill.

Travis: Yeah.

Griffin: And the White House, actually, I should say, primarily, there also.

Travis: Yeah—

Griffin: So, all the—

Travis: And the courts—

Griffin: And the courts. So, the parks are closed.

Travis: We'd open those back up.

Griffin: How?

Travis: Just unlocking the gates, mostly.

Griffin: You don't think you'd get in trouble doing that?

Travis: Well, we'd start paying the employees. So then, who—

Griffin: Okay?

Travis: Who's gonna... who's gonna stop us, the employees?

Griffin: That's cool. Yeah, no, you can definitely do that.

Travis: And also, every bear is actually a citizen of Trav Nation automatically.

Griffin: Every bear, you said?

Travis: Yeah, every bear.

Griffin: That's cool.

Travis: Even the weird ones.

Justin: The one that I need you to focus on, Trav, and Trav Nation, because it is the one that I hate the most about the shutdown, I think, is that our beloved air traffic controllers will continue to work—[chuckles]

Travis: Uh-huh.

Griffin: Right.

Justin: But will not be compensated for that work. That's the exact headspace I want them at, baby.

Griffin: Yeah, for sure.

Justin: That's exactly where I want 'em! I want 'em—I want 'em ragged, bone-tired—[chuckles]

Griffin: Yeah.

Travis: And broke.

Justin: And broke and angry. [chuckles]

Griffin: Yeah, Jesus Christ... Yeah, for sure.

Travis: Here's my plan for that. I'm gonna start—

Justin: Oh, thank goodness! [chuckles]

Travis: Yeah, I'm gonna start paying them. And I'm gonna hire more of them. And I'm gonna give 'em breaks.

Griffin: Mm-hm...

Travis: And comfy like stuff in there. I'm gonna redo a lot of the stuff.

Griffin: That'll do it, man! No money to—

Justin: You tell me—

Travis: I'll get the Property Brothers up in there, and have the Property Brothers fix—

Griffin: Like make the tower cute, that's cool.

Travis: Yeah! Fix all their shit. Give 'em racecar beds.

Griffin: That'll fix it. That'll do it.

Justin: Tell me the next ten words, and I'll drop out of this podcast right now. [chuckles] You know, Trav? It's like... sounds nice.

Travis: I just—I gave you a lot of words, Justin?

Justin: But how are you funding it?

Griffin: He's gonna help out too, landing the planes. Travis, break off a little bit of how that sounds, if you were in the tower.

Travis: Oh, yeah.

Griffin: Yeah, yeah, give me a little bit.

Travis: Whoa, whoa, whoa, a little to the left, little to the left! Oh, yeah, you got it, now kiss those wheels on the ground! Smooch 'em right down! That's a good plane kiss... That kind of thing.

Griffin: Yeah, for sure! That kind of thing, for sure. That ought to get our boys in blue down safely.

Travis: And I'm gonna—what I'm gonna do, Justin, to raise the money to pay for it, I'm gonna sell the tanks. Now, I know what you're wondering. No—

Justin: [sings] Sell al lth tanks.

Travis: I'm not gonna sell 'em to other countries.

Griffin: All right?

Travis: I'm gonna take the bullets out of 'em.

Griffin: Yes, good, smart!

Travis: And then I'm—

Griffin: The bullets are so big in the tanks!

Travis: Yeah. I'm gonna take the bullets out, so there won't be any bullets available. Don't get it twisted.

Griffin: Yeah.

Travis: And then, just gonna sell 'em to American collectors.

Griffin: That's cool.

Travis: I think that there's gonna be a real market for these things. We can put 'em in parades...

Griffin: Yes.

Travis: Just put 'em all over the place. Let kids drive 'em, if they want to. Maybe set up like an amusement park area where they're cordoned off.

Griffin: Tank Town!

Travis: Yeah, like—

Griffin: Tank Town, for kids! With corndogs.

Travis: Yeah, but it's tanks. Yeah, you can drive the tanks around.

Griffin: The tanks shoot—the tanks shoot corndogs out super-fast. That's cool.

Travis: And I'm gonna let Trav Nation citizens pay a dollar each, per vote, to vote on what we're gonna name each tank.

Griffin: Hey, Trav, can I talk to you over here for a second?

Travis: Yeah?

Griffin: You notice how uncomfortable Justin is talking about political?

Travis: Yeah, man. Here I am, talking about selling tanks—

Griffin: What's that all about?

Travis: And he's like, "*Ooh!*"

Griffin: I feel like we're over here having a good time, talking about Tank Town. Obviously, it's a fuckin' horrifying situation a hundred percent of the time, all around the world.

Travis: What, Tank Town?

Griffin: But like, it's our joke—it's our job as jokesters to say things like a tank that shoots corndogs. Justin's over there looking like he has diarrhea, and he doesn't know what to do about it.

Justin: No, I was thinking!

Griffin: Yeah?

Justin: I got lost in my own head for a second. That's the problem with podcasts.

Travis: Because of all my good ideas?

Griffin: Because of how good your ideas were.

Justin: It was! It was when you were gonna... get rid of all the tanks, I started thinking about—

Travis: Not get rid of!

Griffin: Sell.

Travis: Sell them.

Griffin: To good—this part's important! Good collectors.

Travis: Yeah.

Justin: When you said you wouldn't—okay, here's what happened. When you said you wouldn't sell—

Travis: Tanks can neither be created, nor destroyed, so I can't get rid of them.

Griffin: That's important to know.

Travis: I could sneak 'em in the ocean and make reefs out of 'em for the fishes?

Griffin: Cool.

Justin: That's a good idea.

Travis: Yeah, that would be fun.

Griffin: What's your hang up, Juice? About tanks.

Justin: Oh. No! It's just when Travis started talking about not selling the tanks, I started talk—thinking about that time when Superman went and scooped up all of our weapons—[chuckles] and threw 'em in the sun.

Travis: Yeah.

Justin: Remember that part in Superman 4? A lot of people don't talk about it, but—

Griffin: Yeah.

Justin: In Superman 4, Superman scoops up all the nuclear weapons on the planet.

Travis: Yeah.

Griffin: Yeah.

Justin: Which he knows about. [chuckles] He had X-rays, okay. So he gets all the nuclear bombs on the planet, and then he throws them in the sun.

Griffin: Yeah.

Justin: Do you think... I mean, Superman's great, and indestructible, we love it.

Griffin: Yeah.

Justin: But do you think he talked to any science guys—

Griffin: No.

Justin: [chuckles] About that at all? Because like, I'm not a bombologist, for sure—

Griffin: Yeah.

Justin: But like, it does seem... *wild* that he just kind of made that call.

Griffin: I think he—

Travis: Do you think too, when he landed back, and he was like, "I got rid of all the nuclear weapons," like the science guys and stuff were like, "Oh my god, you got rid of all the nuclear weapons and all the stuff to make more nuclear weapons?" And he was like, "Oh, shit..."

Griffin: "Oh, no, whoops."

Travis: "I'll be right back, I gotta go get a bunch of stuff."

Justin: "Gotta get all the metal."

Griffin: I think supes probably did some back of the napkin math. According to *They Might Be Giants*, a million Earths could fit inside of one Sun.

Justin: [chuckles]

Griffin: And a million nuclear bombs can fit in one Earth.

Travis: Yeah.

Griffin: So that's like a google bombs. I think it would take quite a lot to blow up the Sun. But it would have been nice to know—if he had done like a press conference beforehand, even shortly beforehand, like, "Hey, I'm Superman. I'm gonna take your bombs. There's nothing you can do to stop me. I'm gonna throw 'em into the sun. If you happen to be a sunologist, and you know stuff about how that could be disastrous for the whole solar system, hit me up." And he has like a public number.

Justin: [chuckles]

Travis: "Right now, I'm gonna pick 'em all up. I'm gonna park 'em on Saturn. As a placeholder."

Griffin: Further away from the Sun.

Travis: "And then you guys tell me it's cool, I'm gonna take 'em to the Sun."

Griffin: "I'm gonna do 'em ten—"

Travis: "If we wanna do 'em one at a time, just to see how it goes—"

Griffin: "Ten at a time I think is okay. We'll do ten at a time. If there's like a crazy flare, I'll be like, whoa, whoa, whoa!"

Justin: "Whoa-ho-ho-ho! Whoa..."

Griffin: "Yowza!"

Justin: "Stop-stop-stop-stop-stop!" It's like, yeah—

Griffin: "Superman? Superman? Hi, Jiff Jevsen, Daily Planet. Couldn't you just throw them anywhere else in the whole gal—in the whole universe?"

Justin: No! Because if he throws it—if he throws it and he doesn't throw it far enough, so it comes—it falls back down. [chuckles]

Travis: Yeah.

Justin: To Earth.

Griffin: It could also hit—

Travis: And also, you know, like Doomsday is out there, and Megazord, and all the other Superman bad guys. And they could collect those things up, you know what I mean?

Justin: He could hit the Guardians of the Galaxy with that, and then where are we at? You know what I mean?

Travis: Yeah, you gotta be careful with that. Captain Planet told him to do it, and he was like, "Yeah, let's do it."

Justin: [chuckles] This is an—

Griffin: It is a bad idea to talk about this, considering that it is, I mean, four or five days before the episode comes out while we record this. We don't know what the situation is. I did see Mike Johnson on the news this morning, that absolutely fuckin' chode penis wrinkle, up on a stage saying, "If the Democrats don't get it together, we're gonna have to start laying off federal workers." You hate that shit, don't you, Michael? Michael, that's your least favorite—

Travis: Wait, also, start—yeah, gonna have to start?!

Griffin: *Boo!*

Travis: Gonna have to start?!

Justin: Boo!

Griffin: We *hate* laying off federal—fuck off, chode nuts!

Travis: Get him!

Justin: [chuckles] Yeah, get him, Griffin!

Griffin: I hate how much oxygen I share with that absolute fucking chode wrinkle. Fuck that dude.

Justin: [laughs] Yeah! Is he one of the big guys, or what's up?

Griffin: He came out—he was—someone who came up to him was like, "Hey, your President's embarrassing himself, man." And he's like, "I didn't see the whole military speech thing."

[pause]

Griffin: Eat both of these nuts, Mike Johnson! You fucking chode!

Travis: Did he see the thing where Tromp posted an AI video of himself saying a thing he never said?

Griffin: Michael!

Travis: Like, "I did it."

Griffin: "Didn't see that one!"

Justin: "Didn't see it."

Griffin: They're all chodes, but—

Travis: "No, I was—I was watching the new season of The Bear. I know I'm a little behind, but I haven't been keeping up with current events."

Justin: "I only read [Le Man??]."

Travis: [laughs]

Justin: "Is it in Le Man?" [chuckles] This is an advice show. I want to help you, the people, "I collect rubber ducks. In recent years, this has become pretty common, and they're popping up in more and more stores. As a result, when I mention my collection nowadays, I'll get a casual, 'Oh, I have a friend who collects 'em too!' Or something casual like that. The thing is, I—" You've used "casual" twice in two clauses, my friend. I know exactly what your problem is with this new wave of duck collectors, huh? It couldn't be that they're casual, huh?

Griffin: [chuckles]

Justin: [chuckles] "The thing is that I've been collecting for about fifteen years—"

Griffin: Fuck yeah.

Justin: "And have about three—" I didn't even finish the fucking question, I knew—you had your number! Not that exact number. I wouldn't have guessed three hundred unique ducks. [chuckles] "How can I casually assert my dominance as the inevitably superior collector?" That's from Buoyancy Bother in Virginia.

Griffin: We're gonna have to put on the hat of someone who celebrates a sort of gatekeeping. Which is not our usual position to take. But I do think—I do fully, fully understand why it would get your hackles up. My oldest says that he has a rubber duck collection because he gets a rubber duck every time he goes to the dentist. My friend's, he has like nine. And then some of 'em are cool! He has one big, glittery one. I like that a lot. That's a cool rubber duck. He's got a whole spot in his bedroom where he displays them. That's great. But come on, man, three-hundo—

Travis: I don't know—I don't—listen, I'm gonna gatekeep gatekeeping for a second. I don't know that differentiating a collection versus, "I have several of those." That's more of like, let's make words mean something, more than it is gate—if you said, "I like rubber ducks," and you said, "You don't like

rubber ducks. I like rubber ducks, because I have three hundred of 'em!" But if you're like, "Yeah, my friend collects those," and you're like, "How many do they have?" And they're like, "Five." It's like, no, they have several of them.

Justin: But it's just like, everybody feels like a phony all the time, man.

Griffin: Right.

Travis: Not me!

Justin: We don't need to do any—

Griffin: That's true, Travis doesn't. Some people don't.

Justin: Okay.

Griffin: But most of us—

Justin: A lot of people feel like a phony all the time. You don't have to do anything to make people feel like a phony, right? I understand the compulsion, but if you peacock a little bit, they're gonna fill in the—

Travis: No, it ducks.

Griffin: It's a different bird. Travis is right on this one. It's a fully different bird—

Justin: If you... are ostentatious—

Travis: Thank you.

Justin: With your ducks, then I think that they're gonna fill in the blanks, and they're gonna see what a—what a joke they are. They're gonna recognize themselves for the jabroni that they are.

Griffin: [titters]

Justin: They're going to know that you're superiority there. They're going to know the tip of the flying V, such as it is.

Travis: Now let me ask you this, Justin. Is there a scenario in which question asker is talking about, very proudly, their duck collection, and then one of said jabronis tries to steal a little bit of that limelight? Of like, "Yeah, I also do that."

Griffin: No, if they—if they frame it like, "No big deal. I also do ducks."

Justin: Yeah, everybody does that. That's when you have to drop—that's when you should—okay.

Travis: Yeah?

Justin: There is one pretty good option here, and that is to have a bag of twenty to thirty discrete ducks on you at all times.

Griffin: Burners, not your faves. Keep those at home—

Justin: Not your faves! These are your—

Travis: No-no-no-no-no-no!

Griffin: In mint condish.

Travis: Oh, yeah, no-no-no-no-no-no.

Justin: You need to be able to toss some on the ground and walk away. That's how good your collection is.

Travis: Oh, yeah.

Justin: When you say, "These are literal trash to me."

Griffin: Yeah, yeah.

Justin: This is—this is [gravel??].

Griffin: Hold up like a special limited edition like Christina Aguilera like dirty era, sort of like cross promo record launch duck. And they're like—you're like, "Pretty cool, huh?" And they're like, "Holy shit, where'd you even get that?" And you say—and you crush it in your hand and you throw it in the [garden??] and you say, "Doesn't matter, I have thirty of 'em."

Justin: "I got thirty of these."

Griffin: "I have thirty of those at home."

Travis: [sings] *Thirty!*

Justin: [titters and sings] I'm [watching??] ducks all over my *floor*.

Griffin: [titters]

Justin: I—yeah, I—

Griffin: We're probably the first people to make that—sometimes it feels—like I feel an energy in the room, and it's like, we're definitely the first people to ever make a rubber duck collection-based Christina Aguilera dirty joke.

Travis: Yeah.

Justin: I feel like after we do it sometimes, we take like two beats for the historians—

Travis: [chuckles] Yeah!

Griffin: We take a breath! That was cool! I liked that.

Justin: For the historians to write it down. Like, okay, that's it. [chuckles]

Griffin: Yeah, to clip it. Awesome.

Justin: Clip it out.

Travis: Clip that, chat.

Justin: It makes it easier for history to find it. [chuckles]

Griffin: Clip it, chat.

Justin: When history is trying to find it later, the big ones, they'll—

Griffin: Yeah.

Travis: There's a little parentheses around the joke.

Justin: [chuckles] It's like a little parenthetical. A silenced parenthetical that's helps them—

Travis: "And that was when they changed everything."

[group chuckle]

Justin: "That's one of the times when they changed everything that week."

Griffin: "This was the episode the music died."

Travis: [laughs]

Griffin: "We'll all remember." I think a great solve for this, and this is one that you can use for so many fuckin' things that you want to use as a conversation starter, or a subtle means of displaying your superiority in your duck collection, is set it as your desktop on your phone, your wallpaper. Whatever you call it. People call it different things in different countries. Your desktop wallpaper on your phone, make it all of your ducks. People are going to see that, because it's bright and colorful. They'll be like, "Wow, that's a lot of ducks." And you say, "Thanks, they're mine."

Travis: "They're mine."

Griffin: "Do you want to see more photos of them? Don't tell me about your friend." They'll be too embarrassed—they'll know if they see it.

Justin: They'll know.

Griffin: They'll know that it's not appropriate to bring up their friend.

Justin: Yeah, I just feel like if you've already dropped a bag of twenty to thirty discrete ducks on—that Griffin's is just a whole lot of...

Griffin: Well, mine—

Justin: Extra.

Griffin: Juice, you think about how many times you're doing that a day. They only have three hundred ducks, so they could pull off this gambit... approximately ten times.

Justin: You have to go back for—you are—you have to go back for your boys.

Griffin: [chuckles] Yeah, sure.

Justin: [chuckles] Gotta get your—

Travis: Yeah.

Justin: You can—you can drop 'em in a—

Travis: Ducks fly together! You know what I mean? You're not leaving those behind.

Justin: Yeah, yeah, you can drop 'em in a flourish, but ducks fly together.

Griffin: Oh, man. Holy shit, though. I almost think, because of my prioritizing avoiding uncomfortable social scenarios, it would be worse to have this be public information. Because do you know how many fuckin' scrowdy row, basic-ass—

Travis: Mm-hm.

Griffin: Canary yellow rubber ducks you're going to get sitting on your—you come in, they know it's your birthday, they put a basic-ass rubber duck—like, "Enjoy." What the fuck am I gonna do with this... this platonic ideal of a rubber duck? Come on!

Travis: There is an early level of intervention, though, where you set that up like, "Listen, I love receiving ducks, if..."

Griffin: If...

Travis: "They are like appropriate for the collection." And now you've given your co-workers or friends like the hunt, right? Where they're gonna bring 'em like, "What about this one? I've done—this one is special." And when they get the approval on that? That's when it feels so good. And it's like, "Yeah, that's worthy. You nailed it. That's great."

Griffin: If you had a big rubber duck collection, wouldn't you want to display it in like a huge like hook-a-duck rotating aquatic display? Like you would have a whole room in your house and you walk—people would walk in and you—they're just going. Like they're not sitting on a shelf collecting dust, like they're goin'.

Travis: Oh, yeah, they're like in a ring of moving water.

Griffin: They're in a ring of moving water, like a carnival game. But these are absolutely not child's prizes, these are adult collector's items. That would be so cool.

Justin: That would be so cool.

Travis: Man, I hate to use the word adult before things. It just is—I think it's been ruined for me. The second you say "adult collector's items," I'm like, euh...

Griffin: Yeah.

Travis: What's up with these ducks?

Griffin: "There they are. They are... they are butt ducks."

Travis: [laughs]

Justin: "I love popsicles, and I was thinking about maybe bringing some to work is a delightful afternoon snack. There's a freezer, and the popsicles are individually wrapped. What's the etiquette on bringing these treats into the office? For context, I'm specifically speaking about the frozen treats on a stick, not the flavored ice in a sleeve or ice cream. The flavor would most likely be fruit-flavored, so no bomb—" [chuckles]

Travis: Thank you.

Griffin: You're really building this fuckin' plane while you're flying it, aren't you, pal?

Travis: These are important details, though!

Griffin: They are important details! You know—

Travis: In a professional business setting?

Griffin: Maybe it would be better if you said—

Justin: What—what do you—what the fuck do you think bomb pop must taste like, friendo?

Griffin: Bomb pop, give me a—it's a Kidoozie. Give me a fuckin', a push pop, maybe. That would be unconventional. I might—I might put that under ice cream.

Justin: They're all fruit flavors. There's two—

Griffin: They're all fruit flavors.

Justin: Kinds of flavors. Flute—

Travis: I know! But Justin, you have to recognize, in a professional setting, you see Derek from accounting bust out a flute-flavored popsicle.

Justin: Sorry, sorry, you said flute, so we have to stop. [titters]

Travis: A flute flave—well, it's playable. Like those candies, you know? Like toot sweets—

Griffin: Oh, that would be cool.

Travis: From—

Griffin: Yeah, it would work twice.

Travis: Chitty Chitty Bang Bang.

Justin: Fuck! I'd destroy a toot sweet right now!

Travis: Yeah, we all would. And—

Justin: *Aah!*

Travis: Bit it's, you see that and it's like, now that's almost a professional affectation. I see a bomb pop? I'm like, that's a child working an adult's job.

Griffin: Yeah. What's the adult—I guess there are like those fuckin' fancy chocolate ones that you see. Where they like really drizzle on the... that good chocolate stuff.

Travis: But it's not an ice cream one, Griffin. This is a fruit-flavored—

Griffin: You're right, it's not an ice cream. It's a fruit flavor, you're right. You're right.

Travis: There is the ones—we've tried to do this where it's like, "And there's pieces of real fruit inside." And like give those to our kids, and our kids are

like, "What do you think I want out of a popsicle experience? Because, Father, this is not it."

Griffin: It's not the world's hardest strawberry. I'll tell you that much.

Justin: It's just like the gap between—it's like how—the biggest gap in the world is the gap between how kids think they feel about smoothies and how kids really feel about smoothies.

Travis: Correct.

Griffin: For sure.

Travis: Hundred percent.

Justin: Kids are obsessed, because we had a lot of—

Travis: They love the idea.

Justin: We had a lot of cartoons that were in their age, that were like trying to popularize—

Griffin: Smoothie friends—smoothie friends.

Justin: You know, healthy eating, right? Like—

Griffin: Yeah.

Justin: "You gotta eat smoothies." Like Daniel Tiger like went ape shit for it. They love—conceptually love smoothies!

Griffin: Well, that was—he was doing protein. He was protein packing, because he wanted to get huge like his dad. He wanted to get huge like his dad. That was the whole thing where the—do you remember the—like the chunk of episodes where the lion moved into town? And like took—he like walked up to Daniel Tiger's dad and like fuckin' punched him in the face. And then took his house.

Travis: And took his watch. Yeah, took his house watch, yeah.

Griffin: Took his house and his wife and his watch.

Justin: And it's like—his dad is like, "The [powder's??] not gonna cut it, Daniel. If you want real gains, you gotta eat a gazelle!"

Griffin: So they—he had to protein pack on. Do you remember that? It was the one Prince Wednesday did die. He died from the lion attack. [chuckles]

Justin: Kids don't like smoothies. That's all I was gonna say. I can't... where are you guys with popsicles? Because I, guys, I bring these flavored treats out to the pool.

Griffin: Yeah.

Justin: My kids love 'em.

Griffin: Yeah.

Justin: I can't... I don't like any popsicles.

Griffin: That's... that's... I understand that.

Justin: I don't like any popsicles.

Griffin: They give me a tummy ache, weirdly. Especially the ones in the plastic sleeve, it's just like straight sugar water—

Justin: Now, you say weirdly. They contain carbon, so I don't understand why it is weird that they can give you a tummy ache.

Griffin: I do—I will fuck absolutely with a Philly Swirl. Sometimes those come in cups with a stick, but they do make 'em in popsicle forms. Those are so lit. Justin, you don't—

Justin: People, people! Philly Swirl people, please make a box of the cotton candy ones! You only put two in there, and it's ruining my life!

Griffin: Yeah.

Justin: Please!

Griffin: I mean, it's my least favorite—

Justin: For the love of god!

Griffin: But for the kids, the kids gotta have it.

Justin: *Please* do a box of cotton candy ones.

Griffin: For the kids, they gotta have it.

Travis: For the kids! Oh, hey, as long as we're on this, I see you all out there, popsicle makers, Danimals, all y'all. You know you got one good flavor and one shit flavor, and you do combo boxes—

Justin: Stop it.

Travis: To get that shit flavor out of the warehouse. Cut it the fuck out.

Griffin: Cut it out. We're onto you.

Justin: And stop putting people they like on—[chuckles] stop putting people they like on flavors they don't!

Travis: Yes.

Justin: I'm tired of telling my kid I can't get 'em Olaf's horseradish crunch—

Griffin: [chuckles] Yeah, dude.

Justin: Because my son, Jeremy, despises horseradish.

Griffin: Yeah.

Justin: So I can't buy it for him.

Griffin: "You don't like spaghetti. I'm not getting you—"

Justin: No! [chuckles]

Griffin: "I'm not getting you the ragù with the Battle Bus on it, dude."

Justin: [laughs] "I'm not getting Spidey spaghetti! You don't like Spidey spaghetti yoghurt."

Griffin: "You hate him. You hate spaghetti. You love Spider-Man. He won't make it taste good. It won't taste how Spider-Man feels to you to see him!"

Justin: [chuckles]

Travis: "I know the spaghetti is like webs, but it doesn't! It doesn't translate, honey."

Griffin: "It doesn't—"

Justin: I can't—

Griffin: "It doesn't taste good."

Justin: "I can't make the pasta look more like Spider-Man. There's only so much I can make it look—I know it fell apart on your spoon, Sweetie, you're supposed to."

Griffin: "It's supposed to."

Justin: "You're supposed to eat Spider-Man."

Griffin: "I like it, because I like spaghetti, but you don't."

Justin: [chuckles] "You don't."

Griffin: "I get to enjoy Spider-Man's flavor, but you don't, because you don't like it."

Justin: [chuckles]

Travis: "And I bought the—I bought the family size pack of it, because we both thought it was gonna be a thing—"

Justin: "I thought it was gonna be a thing in the house."

Travis: "And we committed to it. Now watch me eat it." You gotta label your box of popsicles, first of all. But you also gotta know that what—with individually wrapped popsicles, you are creating a very stealable situation.

Griffin: Oh, the most stealable.

Travis: It is one of the more stealable foods.

Griffin: Anything individually wrapped in, like a box of more than four, you could, you could totally lose one of those just to—just to theft.

Travis: Shrinkage.

Griffin: Shrinkage, is what they do call it. What if you made your own popsicles? This is a fun summertime activity. And it's not really summer anymore, but it is fun to make a popsicle. And then no one's gonna really go after those. And I think if they see you eating them, and they see like little herbs and shit floating around in there? It does lend it a certain like, I don't know, veneer of adulthood.

[pause]

Griffin: Wow, you guys fuckin' hated that idea.

Travis: No! I liked it so much, I just—

Griffin: You despised that idea.

Travis: I was picturing in my head, Griffin, when I'm—anytime we talk about like an office behavior outside of any like regular established procedures, right?

Griffin: Right.

Travis: I start to think, and how does this translate to, oh, that's Tom, the blank guy. The office blank guy.

Griffin: The office popsicle.

Travis: The office popsicle guy! Okay, I can see it. Every day, 1:30, he has a popsicle to get him over that hump and make it to five o'clock. We love that.

Griffin: Probably good.

Travis: Bespoke popsicle guy, who makes his own like basil lemonade popsicles—

Griffin: I think that's cool! I think that's kind of cool.

Justin: Yeah, craft popsicles.

Travis: That's what I'm trying to determine.

Justin: I could get into it.

Travis: Okay.

Griffin: Yeah...

Justin: I think we might have a solution to this problem, from Wheeling, West Virginia, with our own Budget Saver. That company is the company behind Twin Pops!

Griffin: No way.

Justin: I think Twin Pops might be just the thing.

Travis: How?

Justin: Because imagine, anytime someone goes to the freezer—

Griffin: Yes.

Justin: And they come out with one, you have a little bell.

Griffin: Yes.

Justin: And it's like, "Ah-ah-ah. Hello. What have we here?"

Griffin: You will not get much work done. You will be watch—primarily watching the kitchen to see if someone comes out with one of these pops.

Justin: But when they come out, it's like, "Ah-ah-ah. Splitsies."

Griffin: Yes.

Justin: You know, "Twofer. There's two there. One for me—thank you." One...

Griffin: Onefer.

Justin: "One for me. [chuckles] Onefer... onefer. We both get a onefer."

Griffin: "Twofer! Onefer! Twofer."

Justin: "Onefer. We're splittin'!"

Griffin: "Two for us, one for me."

Justin: "We're splittin' 'em." [titters]

Griffin: Have you ever tried to split one of those in a clean half? Not doable. Twin Pops—

Justin: Dude, I... now listen—

Griffin: We should get up to Wheeling, because we could—we could probably access that factory and—

Travis: You need perforation.

Griffin: Just a little—

Travis: I want little holes.

Griffin: Perforation, please. That's all I'm asking.

Justin: I—get a—get a daughter—get a daughter that cries if you do it wrong. You'll learn.

Griffin: [laughs]

Justin: You'll get it real... you'll get fuckin'... I got, you know, no shit, I got Martin Yan's crazy butcher knife above my stove, for when my kid wants a Twin Pop and I can't deal with the breakdown. And I need perfect—that perfect precision.

Travis: That perfect porridge.

Justin: That carbon steel.

Travis: We don't talk about the—

Justin: Fifteen degrees of—

Travis: I've gotten—

Justin: Off carbon steel.

Travis: I've gotten so good at eyeballing splitting a drink into two cups.

Griffin: Yeah.

Travis: Like I'm like, hm, I'm—I bet it's to the micron. [chuckles] You know what I mean? Like—

Griffin: Guys—

Travis: I—argh...

Griffin: We got a—we got a pizza delivered earlier this week, and something happened to it on route, and it showed up. And when we opened the box, it was like half squished into like one half of the box. It was a tragedy. A lot of the cheese had just like come off almost all the slices, that it all kind of like squished into each other. It was a horrible situation.

And Gus is so picky about his pizza. If he sees any sauce through the cheese stratum, he will not—he will not fuck with it. So, this is me in the fucking kitchen, hovering over this pizza mush, trying to create a solid layer of cheese coverage on one of these reconstructed slices. And then like putting it in the—in the broiler for a second to try to melt the cheese. Because if he knows it's patchwork stuff, he's not gonna fuck with it. It was—

Justin: Right.

Travis: We can rebuild him.

Griffin: The most degrading moment in my entire life.

Justin: Ah, Griff... Ah, Griff, buddy. [titters]

Griffin: And then, of course, you know, me and Rachel had to eat the slop, because the kids got the slices—

Justin: Gotta eat the slop?

Griffin: Gotta eat the fuckin' slop—

Travis: That's parenthood!

Griffin: That's dinner, baby.

[pause]

Griffin: Can we go to the Money Zone?

Justin: Ah, dang it, Griffin! I was gonna say it, and then...

Griffin: I technically didn't say—I said a series of syllables that could be interpreted—

Travis: Can I tell you what's wild?

Griffin: What?

Travis: I'm already there.

Justin: Laurel.

Griffin: Shit...

Travis: I'm in the Money Zone.

Justin: Travis, who's in there with you?

Travis: You two.

Justin: No...

Griffin: Travis, those are—Travis, that's not us.

Travis: *What?*

Justin: That's not us.

Griffin: Travis, get out of there!

[theme music plays]

Justin: You know why I like doing ads for Squarespace? Genuinely?

Griffin: Why is that, Justin?

Travis: Why, Justin? Why?

Griffin: Why?

Justin: I like—I like... a sponsor that is all about creation.

Griffin: Mm-hm.

Justin: That's what Squarespace—for me, it is a creative tool. You got a project you want to do, you don't know the best way to get started? A website is a great place to get going. And I love—

Travis: I bet that if Squarespace was around at the dawn of time, God would have used it to create the Earth.

Griffin: Probably. With the—with these like best-in-class templates? Absolutely, he would've.

Justin: But he—the problem is that they're created by world-class designers. And I don't think there were any world-class designers before God made the Earth.

Travis: Okay, that's the first thing he would have made then, the designers.

Griffin: In the beginning—

Justin: He was making designers—

Griffin: There was designers—

Justin: "I'm bushed."

Griffin: And the word—

Justin: "You all take it from here." [titters]

Griffin: The word was designers, and the word was with designers. Thank you so much, Squarespace. Oh, there's one—

Justin: Thank you, Squarespace—

Travis: [titters]

Griffin: [chuckles]

Justin: Yeah, yeah, you guys say more about it. Or else people are kind of a little bit confused still. They—you can use these websites, they're not just vanity things. You can use them to sell stuff. You could—yeah, you could use 'em to sell your products, if you want. You could use it to organize events. Whatever you want to do with a website, Squarespace makes it really easy. Head to squarespace.com/mybrother for a free trial. And when you're ready to launch, use offer code My Brother to save ten percent off your first purchase of a website or domain.

Travis: I'm ready to launch right now, into savings!

Justin: *Whoa!*

Griffin: Ah...

Travis: With Rocket Money.

Griffin: Fuck...

Travis: Imagine Rocket Money is like a defense system, with little rockets targeted at your unused subscriptions. And when those unused subscriptions try to hove into your bank account, it's like *pew! Pew-pew, pew! Pew-pew-pew! Pew! Pew!* And it takes those unwanted subscriptions out. Takes them down!

Griffin: That's a—I—that's a little violent. I don't know if like—

Justin: Yeah, wow, that's such a violent way of thinking about it, isn't it?

Griffin: I don't know if Rocket Money would like that. Like for me, it's—

Travis: I was thinking more like the Space Invaders video game, you know?

Griffin: Okay.

Travis: Not like—there's no gore? [chuckles] There would be no gore, Griffin? Is that what you're concerned about?

Griffin: So you're like, you have like your... your Fart Piano Deluxe subscription that your son signed you up for, because his fingerprint I guess is close enough to yours. [titters]

Travis: Yeah.

Griffin: And it zaps that, but there's—but no blood or anything bad comes out?

Travis: No, no, no, no, no! Just pixels. Just pixels!

Griffin: Okay. And then I don't have to pay six ninety-nine *a fuckin' week*? Because Rocket Money helped me out, and now I'm like saving beaucoup bucks—

Travis: Yeah!

Griffin: Every year and meeting all my financial goals?

Justin: Wait, beaucoup bucks, are you serious?

Griffin: Yeah, man, beaucoup bucks. It was beaucoup bucks a week. Rocket Money also, it shows you all your expenses in one place, and it helps you, you know, lower your bills and reach your financial goals, and grow your savings and... they have over five—

Travis: And feel like a grown up.

Griffin: Like a grown up. They've got over five million members that have saved over a total of five-hundred million dollars in canceled subscriptions. With members saving up to seven-hundred and forty dollars a year when they use all the app's premium features.

Travis: So, cancel your unwanted subscriptions and reach your financial goals faster, with Rocket Money! Go to rocketmoney.com/mybrother, today! That's rocketmoney.com/mybrother. [Rocketmoney.com/mybrother](https://rocketmoney.com/mybrother).

[break]

Justin: [mouths Munch Squad riff]

Griffin: All right!

Travis: Whoa!

Justin: [continues riffing]

Griffin: Okay!

Justin: [sings in a silly voice] I don't wanna wait for the next segment to begin, because I gotta start right now. [continues riffing]

Griffin: That was so cool.

Travis: That was—

Justin: [yells out] I wanna munch!

Griffin and Travis: Squad!

Justin: [continues riffing and sings] I want to munch!

Griffin and Travis: Squad!

Justin: [concludes with an improvised riff]

Griffin: All-timer intro!

Travis: Whoa!

Griffin: God damn!

Justin: Welcome to Much Squad. It's a podcast within a podcast, profiling the latest and greatest in brand eating.

Travis: That was a little bit like when Frampton runs like the tube from his mouth into his guitar.

Griffin: Oh, yeah! The talk box, baby!

Travis: And he talks through it.

Justin: [spoofs talk box sounds]

Travis: Yeah. [sings in a silly voice] Do you feel what I feel?

Griffin: [chuckles] That was a really good Peter Frampton talk box impression, Travis!

Travis: Thank you.

Justin: [laughs] Who knew? Okay, so this—

Travis: I can never do it again. [titters]

Griffin: Never again!

Justin: It's rare that... almost—it's rare that like an entire movement can be summed up in one image.

Griffin: Awesome.

Justin: And it's even rarer that I would do that in an audio format, but...

Travis: *Huh...*

Griffin: We've made it, yeah.

Justin: [sings] Looks like we made it!

Travis: Can I say... can I describe this?

Griffin: We need to say what is in—

Travis: Yeah.

Griffin: Yeah, please describe—

Travis: Yeah, so this is—

Justin: Yeah, Trav.

Travis: One—

Justin: Drop it.

Travis: What we as modern-day human beings might at first mistake for a Wendy's sign—

Griffin: Yeah, a big Wendy's sign up in the sky, glowing, letting you know.

Travis: So, admittedly, without any of the excess stuff on it, just the Wendy's picture. And then where it would say "Wendy's," it says "Tendies."

Griffin: Right.

Travis: And there's a god-like beam of light shining upon it from the heavens.

Griffin: There is a weird number of god rays in this picture. They basically just swap the W with a T. And you can tell that's what happened, because the kerning is like fucked up.

Travis: Yes.

Griffin: Like you can tell a W was supposed to go there, not a capital T.

Justin: Yeah.

Griffin: But it says—

Justin: This is the—this is the headline of the—this is—

Travis: Without context, though, I just want to say, "tendies" doesn't read like "chicken tenders" to me. So much as like, "We're gonna treat you tenderly, here at Wendy's."

Griffin: Yeah! I could see that.

Justin: There's the headline, guys. A new chicken era dawns at Wendy's. [chuckles] That's the story. From—

Griffin: We are still cleaning up after the last chicken era. The fact that—

Justin: I know, and we're—

Griffin: A new one has settled this quick just sucks.

Justin: Has already begun. Wendy's fresh—

Travis: This is gonna confuse the paleontologists who dig up all these chicken bones.

Griffin: Yeah, for sure. There was a whole extinction event that they're not even going to see.

Justin: Wendy's fresh, never frozen, square burgers holds deep roots in chicken too, with its—

Travis: What?

Justin: Spicy chicken sandwich arriving in 1995, a good twenty-four years before the so-called chicken sandwich wars enveloped the category on social media.

Travis: Okay.

Justin: But... USCMO Lindsay Radkoski and the team recognized more pressing trends swirling in recent years. "Guys, we're eating a wild amount of chicken. We can't get enough of this stuff. That's the thing. And they cannot sell enough of it through the judicial method. Hence, tendies."

Griffin: What is that, Justin? Because so far, it just looks like they're announcing they photoshopped a sign.

Justin: For Wendy's, Radkoski says, "The brand had two choices, as is often the case when a trend—"

Travis: Give up.

Justin: "Elevates into a frenzy."

Griffin: [chuckles]

Justin: "It could race to join in, or it could watch, learn and arrive to market—"

Griffin: That's—

Justin: "On its own terms."

Griffin: Fucking great. It's so cool for a restaurant to put out a press release saying, "We're smart."

Travis: Yeah.

Griffin: "We are—"

Justin: We—

Griffin: "Very—we are the smart mouse."

Travis: "These other dummies rushed to market to make money off the trend. We waited until the trend started to die down, and now we're going to try to scrape up all the money that's left."

Griffin: The fix—the leavings.

Justin: Radkoski says Wendy's spent more than a year, quote, "Probably closer to eighteen months on development of the Covid vaccine."

Griffin: Why did they put that just—

Travis: You don't know?

Griffin: You don't have to correct—you can fix that in the press release. You—

Justin: Yeah, I—no, yeah, a hundred percent. They should know exactly how long that they did. This is a news story though. So this is like a journalist—

Travis: Did you say on the development of the Covid vaccine, Justin?
[titters]

Griffin: [chuckles]

Justin: I was just reflecting on how it was a similar timeframe.

Travis: Yeah.

Justin: To create the first Covid vaccine.

Travis: These tendies—

Justin: And to create—

Travis: Will kill Covid! [titters]

Justin: [chuckles] I—yeah.

Travis: In laboratory conditions!

Griffin: Yeah.

Justin: Wendy's involved franchisees and tested through a couple of markets. In addition to flavor and appearance, it wanted to pilot tendies— [titters] in the real world. Guys, they took eighteen months to come up with—

Griffin: To change the one letter, yeah.

Justin: Yeah. They got six sauces. Wendy's signature sweet chili, scorching hot, creamy ranch, honey barbecue and honey mustard. Can we cut—can we not have a little bit more originality in the sauce department, guys? Eighteen months to come up with what?

Griffin: Tendies—

Justin: What?!

Travis: They could have just—

Griffin: They changed the letter.

Travis: They could have just spent that time going to the Los Angeles Convention Center, trying the chicken tenders there, which are my favorite chicken tenders I've ever eaten.

Griffin: Really good chicken tenders.

Travis: And just recreate those!

Griffin: Just make those.

Justin: Returning to the broader theme for Wendy's, Radkoski says, "It would have been easy to look around and observe the chicken surge. But Wendy's wanted—"

Travis: And maybe smart! Maybe we should have done that!

Justin: Maybe smart—

Griffin: Maybe a good idea! Shit!

Travis: Yeah, we don't know—

Griffin: Uh-oh.

Travis: Wait, fuck! [chuckles]

Justin: Wendy's wanted to begin the process with customers, quote, "Why are they eating more chicken now than they have? And as we started to do the work on our menu, more recently, as we were looking at the next chapter for Wendy's, staying modern, relevant to younger QSR customers—"

Travis: Yeah.

Justin: "As we refine our consumer target." So, that's why it's—and then she says, simply, core menu or innovation, quote, "We've done a lot with chicken." [chuckles]

Travis: Cool!

Justin: Extremely sinister.

Griffin: No doubt—

Justin: So sinister.

Griffin: For sure.

Travis: Most of which we couldn't tell our priest about. Let's put it that way.

Griffin: Yeah.

Justin: Yeah, it's a evil—there's a wickedness there. "We're really known for flavor," she adds. "So, when we thought about what's out there right now, the choices consumers have, and the unique place we believe Wendy's can carve out, it wasn't only about the tender itself, but the sauces became a huge part of the conversation—"

Travis: Did they?

Justin: "And really, where we saw a lot of excitement when we did work with the customers." If you didn't get excited about honey barbecue at this point, I don't know what to tell you. Do you know what I mean?

Travis: Can I say—

Griffin: You're on a whole 'nother thing than—

Justin: Do you know—

Griffin: I wanna get on your level—

Justin: I was on—

Griffin: That's cool.

Justin: I was on TikTok today, and I saw an ad for Garbage Pail Kids books written by R.L. Stine. That just happened, right?

Griffin: Yeah.

Justin: And you want me to get excited about honey mustard?

Griffin: Yeah. And even that—

Justin: Do you know what I mean?

Griffin: I assume, Juice, a very small reaction from you. Like, that's what it takes—

Justin: Even that got a "huh."

Griffin: To get you to ten percent. Yeah.

Justin: "Interesting."

Travis: Can I say that—

Justin: Honey mustard?

Griffin: To be nuttin' over honey mustard is crazy.

Travis: So far, from this press release, what I have gathered, is they spent eighteen months determining that people like to eat chicken tenders with sauces.

Griffin: I literally still do not know what the news is here—what is the action item for me, as a consumer of Wendy's.

Justin: Well, I mean... I did clarify that the entirety of the story was contained within the image. And I was not—I mean, tendies, guys. Tendency—they're tendies. Tendies. Tendies. Tendies. Tendies. Tendies.

Travis: They have chicken tenders, they decided to not make them taste like shit. And people like dipping them and stuff.

Griffin: They didn't have tenders—

Justin: They had a press release!

Griffin: They didn't have chicken tenders before? They didn't? These are new chicken—they didn't have chicken—

Travis: I can't—

Justin: Hey, Griffin? I—hey, Griffin?

Travis: I can't speak—

Griffin: Because I—

Justin: I hope—

Travis: To the with confidence.

Griffin: I didn't fuckin'—

Justin: I hope not.

Griffin: I didn't know that! So like—

Justin: Yeah.

Griffin: Who gives a shit—

Justin: So like—

Griffin: Wendy's?

Justin: Yeah, Griffin, but the—but... so... they go on—[chuckles] they go on—there's many paragraphs. Here's another quote from Radkoski. "You think about a portfolio—"

Travis: What?

Justin: "How do you maximize reach and grow coverage with consumers, and have things that are very unique and distinct to Wendy's?"

Travis: Like having honey mustard.

Justin: "One example is sweet chili. Wendy's could have unveiled a sweet and sour sauce and stayed pedestrian," she says—"

Travis: *Whoa.*

Justin: "But this presented a chance to—"

Griffin: Jesus Christ!

Justin: "Unroll an updated taste."

Travis: Shots fired!

Justin: "There's more flavor intensity and balance, and it's relevant to a Gen Z category that flocks to sauces."

Griffin: [making fun of Justin's pronunciation] Flocks to sauce—

Travis: The floss—

Justin: Flocks to sauces!

Griffin: Flocks to sauces!

Justin: Something else Wendy's noticed—and guys, this one is really gonna trip you up. They noticed the research and hands on tests where customers, again, with a spotlight on younger cohorts, like to mix sauces and make meals more personal. They combine ranch with scorching hot, for instance. Quote, that—

Travis: Whoa!

Justin: "That mixability, it really leads to endless ways you can create flavor with Wendy's sauces!"

Travis: But what's—

Justin: "And that was in mind when we thought about how the sauces complement each other within the lineup as well."

Griffin: That's cool.

Travis: So then—

Griffin: That's cool.

Justin: [shrieks] Was it?! You had a good think about like, but what about—"What if they mix creamy ranch with it?"

Griffin: [chuckles]

Justin: "What if they mix creamy ranch in there?" [chuckles]

Griffin: [chuckles] "Originally, all of our—all of our sauces were sort of chemically repulsive to each other."

Travis: Yeah.

Griffin: "Like oil and water, they would not actually mix. But we realized—"

Travis: "One of em was baking soda and vinegar! And guys, that was a mistake!"

Griffin: "That was not a good sauce."

Justin: Wendy's signature is Wendy's signature creamy sauce with hints of black pepper and hot sauce. I mean, credit to them, I'm not gonna put that in my body. [titters] Like, I don't know—do you guys—okay, okay, I have a—I have a big idea for you.

Travis: Okay?

Justin: They recently—

Griffin: You gotta get this fuckin' picture of chicken tenders off my screen, Justin. It is making me hungry as a wolf.

Justin: So hungry.

Griffin: Yeah.

Justin: They did a Wendy's promotion recently with Wednesday, where it was like a bunch of wild sauces. And they were all colored, so you couldn't really tell what the sauces were, and you had to kind of guess.

Griffin: And they had names—

Justin: My—

Griffin: Like blood from a—blood dog!

Justin: From a—from a dog—here is my theory. This is my fan theory. I think that those are all the sauces that they made for tests. And then they **were** like, "Fuck. No. This all is too crazy. We can't. Well, let's just keep—let's just keep the normal ones, okay? Just the normal."

Griffin: "They didn't like mummy piss, guys. They did not like mummy piss."

Justin: "They hated mummy piss!"

Griffin: "Gotta get rid of that."

Justin: "I told you, we should have done Chipotle mummy piss!"

[pause]

Justin: "That's where the youth cohort is at! Chipotle mummy piss!"

Griffin: "These young freaks like it's spicy! They don't care that it's piss—"

Travis: "And pissy!"

Griffin: "They don't care that it's piss. It's the spice that they crave."

Justin: There's a reason Wendy's dropped six options instead of one. Radkoski admits it's a crowded space, but being distinctly Wendy's in a sea of fast-food options is nothing new to the brand's marketing ethos.

Griffin: Yeah.

Travis: Okay.

Justin: Like—

Travis: None of that means shit. Like, those are just words. Those are words put in an order that our human brains ascribe meaning to, and yet, say fucking nothing.

Griffin: Guys—

Justin: Hey, speaking of, would you like a full quote about why it is called this?

Travis: Yeah.

Justin: Because you are probably wondering about it, right? Like—

Griffin: Yeah.

Justin: How could you? "We like to have fun! And it doesn't have to be super serious."

Travis: Okay.

Justin: "Our name so easily lends itself to a nickname for the product."

Griffin: Yeah.

Justin: "And the way we're gonna talk about it is, our tenders are so bold and juicy and crispy, and the sauces are so amazing, you're going to want to know them on a first name basis."

Griffin: This is beyond I think AI wrote this, and it's putting me in a headspace of like, maybe it's all—like maybe it's all AI, Matrix, human battery, and I'm asleep and—because there's simply no way a human—a human being got a hand on this particular ball. That is a profoundly wild thing to say.

Travis: I've never been eating any food and thought, I gotta know this food's first name.

Griffin: Mm-hm.

Justin: Do you all want to hear a sentence from the boss of Wendy's about the people that made up the Wendy's chicken tenders?

Griffin: Dave Thomas?

Justin: "I can geek out on some of what the team went through," she says of the ideation process. "It takes time, and we had conversations once we knew what was happening competitively. We said we're not going to rush it, we're not going to change our launch date. We're going to do it our way." The boxes don't say "Tendies," they say "Wendy's." I don't ever want to go there again. [chuckles]

Travis: Did it take them eighteen months—

Griffin: That sucks, dude!

Justin: I don't *ever* want to go there again!

Griffin: Who is—can I ask a serious question? And we've talked about this, obviously, on Munch Squad a lot before.

Justin: Yeah.

Griffin: You're plugged into the QSR space. How many, just rough—

Justin: A willing. A willing captive.

Griffin: Just rough estimate, how many major news publications, how many verticals are out there covering the QSR space that would need the help of a full press release to write the story, Wendy's has chicken tenders now.

Justin: QSR is not—it's not just for marketing, Griffin, it's about—it's a historical document. You know what I mean? We have to—

Griffin: So like three or four, maybe, top publications—

Justin: Tops!

Griffin: Okay. So this is a job for someone! Is to write this whole thing!

Justin: The whole thing.

Griffin: For those four places, and you! That's crazy! That's like really bespoke service journalism.

Justin: It's really wild that they're do—it almost feels like vanity journalism. Like, well—like, "We'll name a star after you." [chuckles] You know what I mean? Like—

Griffin: Yeah!

Justin: "We'll do a—we'll do a long feature story about how you came up with tendies, so you can frame it."

Travis: Yeah, I can't—I can't stress enough—

Justin: This looks like—I think this is just so they have something to frame in the offices, right?

Travis: You've shared the details here with us, Justin, and I, once again, have to reiterate, a little bit of telling on themselves. Once again, eighteen

months spent, people like chicken tenders, dipping in sauces. Sometimes they mix 'em. And have you ever noticed that Wendy's sounds like Tendies?

Justin: Yeah, so the—I want to look at the packaging real quick. I know, Griffin, can you just clock—if you just look at the packaging...

Griffin: They don't do—I gotta say, pictures of chicken tenders without dip are repugnant to me. This does nothing for me.

Justin: Yeah, it's really rough. It's really rough. They need to be dipped in something. Looking at 'em—

Griffin: They've gotta have a dip.

Justin: By the way, this is a core product offering.

Griffin: Okay. They're having a picnic out on a picnic table, they've got their fries sort of splayed out. And it looks like the fries are just raw dogging it on the picnic table, and that's fucking crazy.

Justin: They don't want you to look at the fries. Don't look at the fries right now. [chuckles] "We're sorry the fries are touching our picnic table, it's gross."

Griffin: That's crazy, man.

Justin: So, you look at the packaging there. The details work down to packaging. Tendies come in vessels built for dunking, with a dip cut out that holds—

Travis: It says vessels?

Justin: Vessels built for dunking. With a dip—

Travis: [yells out] That's a submarine! A submarine is a vessel built for dunking!

Griffin: Take upon yourself this sacrament. Take the vessel, the empty vessel.

Justin: It's got a—it's got a dip—

Travis: In a way, my children, we are all vessels meant for dunking! Come, get baptized!

Justin: It's got a dip cup cut out. It's got a dip cup cut... [sings] dip shot, danger. It's got a dip cup cut out! That holds sauces. Quote, "It's a reflect—it's a reflection of how consumers want to eat," Radkoski says.

Griffin: I feel like I'm looking in a fucking mirror. Yeah—

Justin: "It's a reflection of how consumers want to eat. We want to enable a better, elevated experience of a little perforation, or a cut out, for the sauce. Those are things that—"

Travis: I do like perforation! I've said it before!

Justin: "Those are things that take a little bit of time," Travis! "An eighteen month timeline in total, and then producing, for six thousand restaurants in the US, at scale. Training our system. We wanted to do it the right way! Which meant it maybe wasn't the fast—"

Travis: Derek wanted to rush it! Derek said—

Justin: Maybe it wasn't the—

Travis: Let's get it out there, and we fired him!

Justin: This is what— "Which maybe meant it wasn't maybe the fastest, as you think about some of our competitors and other things that have launched recently."

Griffin: I'm looking right now at the Wendy's online website, at the menu, for placing a delivery or pickup order at Wendy's. And this particular menu item is found under tenders, and you can get three-piece tenders or four-

piece tenders. They don't even call them Wendy's Tendies on the menu. The—this—I've never—

Justin: Unbelievable.

Griffin: I've never thought of this before. I never thought this of a press release, but it's lying. Like—

Justin: It's lying, man.

Griffin: The press release is actually lying, and none of this is actually true or happening.

Justin: The—so they—they... The chain often frames their approach as, quote, "Not outspending the other guys, but outplaying them. Which is what we've—"

Travis: 4D chess!

Justin: Yeah, man.

Griffin: It's Wendies.

Justin: Don't tell us about that. That's the podcast game we've been playing the whole time. [chuckles]

Travis: Yeah! Being late to trends! Do them—

Justin: You—

Travis: Very poorly.

Justin: "You see it everywhere, from sass on social media to collaborations, such as its SpongeBob Krabby Patty setup, to the more recent Wednesday Meal of Misfortune." i.e. "Please take all these grody sauces, we don't know what to do. The landfill smells weird, and we can't put any more in the landfill."

Griffin: [laughs]

Justin: "The landfill guy—the landfill guy said we couldn't put any more there! He said no more! So we gotta—you gotta eat 'em, please!"

Griffin: He said rats have been crawling out of the landfill wrong.

Travis: Yeah.

Griffin: Because of all the sauces.

Travis: "We've been looking into like a cave system—"

Justin: Okay, I thought he's—

Travis: "In Nevada where they said we could store these things for up to fifty years. But—"

Justin: Griffin, I thought we said they've been crawling out strong. So I do feel a little bit better. [chuckles] I feel a little bit better about "wrong," than "strong." I—guys, I—

Griffin: Delicious and smokey! But incorrect, from a physiological sort of standpoint.

Justin: This is the—I'll tell you how this ends, because it really does go on like... "We will make it really fun and bring to life a craft that went into the development of the product itself, the experience, the sauces, so that people can experience it in a hands-on, immersive way." That's because the Tendies locations are going to have a red carpet feel. There's going to be Tendies restaurants, you see.

Travis: A red carpet—

Griffin: Okay. Okay.

Travis: Feel!

Justin: Tendies experience. It's a playful takeover.

Griffin: Where are these going to happen? Because if I don't fuckin' see it, I am not going to believe it.

Justin: Probably California.

Griffin: Man, they got all the fuckin' fun stuff, man...

Justin: Yeah, probably. Yeah... And one thing Radkoski wants to make clear, however, is attendees are not a fleeting moment in the product timeline.

Travis: Oh, okay.

Justin: They're joining Wendy's central offerings and giving the brand another anchor to leverage a chicken category that's driving growth and occasions throughout the segment. And again, she says, "That's why we took the time to do it right." I wanna eat—

Travis: To leverage our tenders.

Justin: I want to eat chicken tenders so—

Travis: Yeah, dude!

Justin: So bad.

Griffin: Yeah. Not these.

Justin: Not these, I don't think.

Griffin: Maybe. But like any—they're all, psh, kind of the same. Except for a few.

Travis: Well, there's a Popeye's by my house that I think I might order lunch from now.

Griffin: Yeah.

Justin: That's interesting.

Travis: Thank you, Wendy's, for making me think about Popeyes.

Justin: Thank you, Wendy's, for reminding us about Popeyes.

Griffin: I mean, I do need to—like, we can joke, but like, you guys—

Travis: Thank you.

Griffin: Still like Wendy's. You guys still like Wendy's, right?

Travis: Not again, Griffin.

Griffin: [chuckles]

Justin: [chuckles] Nice try.

Griffin: Trav, Justin would have—I would have gotten Justin if not for you, man!

Travis: I know—I know Justin would've! But I can see—

Justin: Thank you, Travis.

Travis: Into the deep, dark pit—

Griffin: Fuckin' sucks, dude.

Travis: Of your soul, sir!

Justin: Thanks, Travis. I appreciate it.

Griffin: Yeah, baby, let's wrap this—let's wrap this up. I'm tired.

[pause]

Travis: I'm Travis.

Justin: Hey, thanks so much for listening to our podcast. I hope you're enjoying some Wendy's chicken tenders. Griff, do you like Wendy's?

[pause]

Griffin: We got some new merch up in the merch store, over at mcelroymerch.com. There's a TAZ hunger beanie with some rad eyeball design. It's gonna keep you warm and spooky in these cold and spooky months. And ten percent of all of our merch proceeds this month will be donated to Border Angels, which offers services like educational programs, water drops in the desert, day laborer outreach, Familias Reunidas immigration bond fund program, and shelter aid support in Tijuana, to aid migrants and asylum seekers in need. It's, again, mcelroymerch.com.

And hey, we got a few more shows coming up. Not much, not many opportunities to come see us. If you live in or around Salt Lake City or San Diego, we're coming up there in just like, I don't know, next week, I guess?

Travis: Something like that. We've also got—the TAZ show we're doing on that tour is going to be our 50th TAZ live show. To celebrate, we're doing a Balance show, with Erika Ishii as a special guest, and Griffin is going to be running that one.

Griffin: It's gonna be so much fun! And thanks—

Travis: Tickets are on—

Justin: Travis, do you like—

Travis: Sale now. You can go to bit.ly/mcelroytours. Also, Champions Grove is coming back for its third year, for Memorial Day weekend... in May of 2026.

Griffin: You gotta learn the weekend, man—

Justin: Sponsored by—Travis, didn't you say it was gonna be sponsored by Wendy's?

Travis: No. And the tickets for that are gonna go on sale November 3rd, at 12PM Eastern time. Get all the details at championsgrove.com, or by following Champions Grove on Instagram.

Griffin: Yeah. Hey, thanks to Montaigne for the use of our theme song, My Life Is Better with You. It's a great al—a great, great album. That new album, it's hard to be a fish. All of Montaigne's music is so great. I love to listen to it at home. It gives me a break from listening to Imagine Dragons on my sort of public house speakers. Juice, do you like imagine drag—

Justin: Travis, hey—hey, Griffin—

Griffin: Justin! Justin! Justin!

Justin: Do you have the Montaigne—

Griffin: Justin! Justin! Hey, Justin!

Justin: Hey, Griffin, do you—hey, Griffin, do you—

Griffin: Hey, Justin!

Justin: Griffin, do you—Griffin, do you have the Montaigne album on CD?

Griffin: Do you like Imagine Dragons, Justin?

[pause]

Griffin: Do we have a fear? Justin looks like he's been killed. Justin looks like he's been killed in his chair—

Justin: Do you have the Montaigne record on CD? [titters]

Griffin: I just, I... Yeah, I have it on CD.

Justin: [chuckles] See deez nuts.

Griffin: I feel like not—I feel like not—okay, Trav, do you want to do—do we have a Fear?

Travis: We do!

Justin: [chuckles]

Travis: I'll read it.

Justin: See deez nuts.

Travis: "This year, I will live faster than my fear of witnessing a tense social situation in public and being approached by John Quinones after I have failed to intervene."

Griffin: [titters] That's fucking good and true and powerful.

Justin: My name is Justin McElroy.

Travis: I'm Travis McElroy.

Griffin: I'm Griffin McElroy.

Justin: This has been My Brother, My Brother and Me. Kiss your dad square on the lips.

[theme song "My Life Is Better With You" by Montaigne plays]

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