

## **MBMBaM 818: Announcing: Utilidrink**

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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! Welcome to My Brother, My Brother and Me, an advice show for the modren era. I'm your oldest brother, Justin McElroy.

**Travis:** What's up, Trav Nation? It's me, your oldest brother, Travis 'Big Dog, Woof-Woof, Vroom-Vroom, The Heater, Big Dog—' did I say that already? 'Award-Winning' McElroy!

**Griffin:** What's up, sweet Trav Nation? It's your sweet baby brother, 30 Under 30, media luminary, Griffin McElroy.

**Travis:** Just a quick update, by the way, about the award-winning thing.

**Griffin:** Yeah?

**Travis:** Did just get a notification, they've started making the awards, so should be getting that any month now.

**Griffin:** [chuckles] Is that a, Trav, is that a goof?

**Travis:** Nope. [chuckles]

**Griffin:** God damn, you're just so good at making goofs like that, that it's hard to tell truth from—

**Travis:** I know that seems so wild! When you hold your award ceremony seemingly 18 months ago.

**Griffin:** Yeah.

**Justin:** I want to tell you guys about my drink that I'm enjoying.

**Travis:** Ooh, Disney on Ice.

**Justin:** Yeah, this is the only cup big enough that I have. I used to have one that says "Life's a Beach," that I stole from a house.

**Griffin:** Yeah.

**Justin:** But now I just have this cup. This is my breakfast boy, and I want to tell you guys about it, because I think that I could get you guys in on the ground floor of this. It's how I start my morning every morning. I get a...

**Griffin:** [chuckles] Is the Disney on Ice cup part of the every morning—

**Justin:** I did cover, it's the only cup I have that's big enough.

**Griffin:** Okay.

**Justin:** So it is by de facto—

**Travis:** And if you missed it, he did do a subliminal. He held it up right next to his head to give us a size comparison, to give us a bit...

**Justin:** [chuckles]

**Griffin:** That's a big—

**Travis:** Yeah, so we can get—

**Griffin:** Breakfast boy, yeah.

**Travis:** Yeah.

**Justin:** The cup's lin—hey, actually, the cup's lenticular, and I'm resisting the temptation.

**Travis:** I love that, thank you so much. I actually know that, because my kids also have a Disney on Ice cup, and seeing it did make my skin crawl every time you hold it—

**Justin:** I'll leave it out of the shot, because it's not—

**Travis:** Thank you very much.

**Justin:** It's not important. Well, I will continue to drink it.

**Travis:** Yeah.

**Justin:** But so, it's a blend of a premier protein... caramel, or coffee flavor, depending on how caffeinated you want to get. Usually I'll do that. And then I dump in all the old coffee from yesterday.

**Griffin:** Oh, right.

**Travis:** Mm-hm, aged. Don't say old, say aged.

**Griffin:** Yeah, just for if we're gonna market this later, just know that aged—

**Justin:** Aged.

**Griffin:** Salt aged—

**Justin:** And then I take a sip of it, and I see if it's... And then it's like, is this quite enough? It's not usually quite enough coffee flavor, so then I'll add a little, this is a secret, a lot of people won't tell you this, Dunkin' Cold Brew Concentrate. You dump that in there.

**Travis:** What was the last word?

**Justin:** Okay.

**Travis:** Dunkin' Cold Brew what?

**Justin:** Concentrate.

**Griffin:** Concentrate.

**Travis:** Concentrate.

**Justin:** Now, you now have three caffeinating, proteining factors. Let me tell you, the first thing about Utilidrink...

**Griffin:** Awesome!

**Justin:** TM, TM.

**Griffin:** Fuck yeah, dude! I love when you just say shit with that like, "And by the way, I'm announce—" This is an announcement, and a very casual—

**Travis:** Yeah.

**Justin:** Well—

**Travis:** This is a hard launch.

**Justin:** It's like, it's so—first thing with Utilidrink is you are going to be able to time your bowel movements with the clockwork precision of a trained engineer. [chuckles]

**Griffin:** Uh-huh.

**Justin:** You know—if you drink one of these, you know exactly when you're going to use the bathroom next! [chuckles]

**Griffin:** One could argue it's the primary util of Utilidrink.

**Travis:** We could get—like Griffin has his big water bottle with the markings on it.

**Griffin:** Yeah.

**Travis:** You could—you could time it out, jus—you could make like—

**Griffin:** Yes.

**Travis:** Not just the drink, but a bottle that comes with it, with markings of it to—

**Griffin:** Yeah.

**Travis:** Like start getting ready, collect reading materials—

**Griffin:** Right, right, right.

**Travis:** Get your phone charged.

**Griffin:** Dookie time!

**Travis:** Like, you're gonna be in there for a while.

**Griffin:** Yeah.

**Justin:** But you guys—you guys—I'm glad to see you guys so excited about this, because I don't think that I can just—we can just sell Premiere Protein mixed with old coffee. [chuckles]

**Griffin:** Right.

**Justin:** So we gotta add—I think Utilidrink is very powerful because it gets your day started. And to somebody with a brain like mine, I like the idea of having one liquid that I know I—

**Travis:** Oh, yeah!

**Justin:** Consume it and I'm good to go.

**Griffin:** Yeah.

**Justin:** So like, what else can I get into Utilidrink? I've already thought about crunching up some Claritin in there.

**Griffin:** Yeah, dude. [chuckles]

**Travis:** That's great.

**Griffin:** Holy shit, man. Yeah! Oh my god! Justin!

**Justin:** I know! [chuckles]

**Griffin:** Utilidrink will be prescribed. Listen up, pharmacists, because this affects you too—

**Justin:** By AI!

**Griffin:** It'll be prescribed by AI.

**Justin:** [chuckles] By AI doctors!

**Griffin:** I don't mind handing that one over to the tech—to the tech lords. Because it's a—

**Justin:** You go to see an AI doctor who will prescribe only Utilidrink. [chuckles]

**Griffin:** Only Utilidrink, but—

**Justin:** It's more of a kiosk! [chuckles]

**Travis:** And Justin, can I—oh, I've just been stru—Griffin, go on, I've been struck by a marketing. But Griffin, go on.

**Justin:** One idea at a time, guys.

**Griffin:** One idea at a time. I don't just want Utilidrink to contain two different kinds of coffee and Premiere Protein beer caramel or coffee flavored protein. And also a little bit of Claritin, because I'm so bad at that. And DC is, according to recent polls, the sneeziest city in the United States.

**Justin:** I think you could grind it up. I do think the size—I could just drop it in there and not think about it.

**Griffin:** Why stop there? Utilidrink prescribed by AI doctors, let it get my bupropion in there. Do you know what I mean? Let it get my Lexapro in there. Just one drink, and I don't have to blop, blop, blop, blop, take the four pills that let me like go?

**Travis:** It's like the Pepsi machine—the Coke machine we talked about the other day, where you just walk up to it—

**Justin:** Freestyle.

**Travis:** And you mix the flavors.

**Justin:** Freestyle. [chuckles]

**Griffin:** Yeah, freestyle medicine drink.

**Justin:** It's me style! It's me style.

**Griffin:** Me style!

**Justin:** It's like, here's what's going on—

**Travis:** Oh my god! A me style Utilidrink.

**Justin:** With me and my Utilidrink. It's a me style Utilidrink.

**Griffin:** Me style util—

**Justin:** Got a me style Utilidrink thing set up—

**Travis:** If we can figure out densities, by the way? So I know dookie's happening two thirds of the way down, and then probiotic right there at the bottom to get that good—

**Griffin:** Oh, man!

**Travis:** Gut f—

**Griffin:** It sinks to the bottom like boba!

**Travis:** Yeah, and then I'm getting that probiotic back in my tummy right there at the end.

**Griffin:** Big, fat probiotic pearls waiting for you at the bottom, to suck through a big straw. Utilidrink.

**Justin:** The thing that I've been actually afraid to think about, because it's actually too powerful, is the idea of layering. So like—

**Griffin:** Yeah!

**Justin:** What if at the top layer, you had a diuretic? [chuckles] And then at the bottom layer, you had an anti-diuretic.

**Griffin:** [laughs]

**Travis:** *Yeah!*

**Justin:** [chuckles]

**Griffin:** Yes!

**Justin:** So you have it, and midway through you're like, "*Aah!*" [chuckles]

**Griffin:** [chuckles] Now wait, okay, one issue with this, just from an engineering level, Juicer, is that if we are use—

**Justin:** Wait! It's not a juicer!

**Griffin:** You're right—

**Justin:** There's no actual juice—

**Griffin:** Justin.

**Justin:** Contained.

**Travis:** Yeah, there's no fruit or vegetables in Utilidrink.

**Justin:** No fruit or—

**Griffin:** Not at all.

**Justin:** Organic. [chuckles] Organic materials are limited.

**Griffin:** No organic material. It's all microplastiques.

**Justin:** [chuckles]

**Griffin:** If you use a straw—

**Travis:** Ooh! I like that, by the way, Griffin!

**Griffin:** Add a little bit of—

**Travis:** Yeah! Yeah! Yeah!

**Griffin:** Yeah, yeah, yeah.

**Travis:** I-Q-U-E-S at the end, and everybody will think it's very fancy.

**Justin:** [laughs]

**Griffin:** If we use a long—

**Justin:** If everybody else doesn't want 'em anymore, we'll take 'em on the cheap.

**Griffin:** If we use a long straw with this medicine parfait that you've described, we're going to get the anti-diuretic before we get the diuretic, and I'm not even sure what my bo—I would—I would probably bust. I would probably burst and die if that combination was given to me in that order.

**Travis:** There will be very specific like, "Also, don't operate heavy machinery after drinking Utilidrink."

**Griffin:** No.

**Travis:** Like I think that there will be a lot of warnings down the side.

**Justin:** Unless that's your job, in which case you will be completely prepared for it.

**Travis:** Yeah. Then you can.

**Justin:** And Trav, I love... I love the straw that you—or Griffin I think it was. Love the straw that you slipped in there. Check this out. I just ate the straw. It's mint.

**Griffin:** Okay?

**Justin:** It's a mint candy. The straw's a mint candy.

**Travis:** Holy shit.

**Justin:** At the end of it, you eat the straw. [chuckles]

**Griffin:** So the util, the final util that it provides is—

**Justin:** The final util is the breath is freshened.

**Griffin:** Yeah, that's good.

**Travis:** Here's my marketing campaign that I've pictured. Commercial.

**Griffin:** Okay.

**Travis:** A Charlton Heston-esque actor comes charging out of a building, as people—everyone's walking around. And he's holding up Utilidrink, and he screams like, "Utilidrink is everything!"

**Griffin:** Yeah.

**Travis:** [yells out] "Utilidrink is everything!" And he falls down on his knees.

**Justin:** [chuckles]

**Travis:** And everybody's like, "Oh, cool." And then they start drinking Utilidrink. And he's like-

**Griffin:** Yeah, thanks—

**Travis:** "Oh! Actually, yeah! Now I hear it out loud, it rules!"

**Griffin:** Is it people? No.

**Travis:** No.

**Griffin:** It's medicine.

**Travis:** Might be people.

**Griffin:** I worry, actually, people might—I worry people might—

**Justin:** Can I pitch another ad?

**Griffin:** Oh, yeah, yeah, sure.

**Justin:** Trav just pitched an ad, so I want to pitch an ad. It's Mark Ruffalo, and he walks into the kitchen, and you see his face, and then—it's just his face, right?

**Griffin:** Yeah.

**Justin:** You don't actually see Utilidrink in this one. You see his face, and he looks, and he's like—like this like confused, and he's like... And he looks really scary. [chuckles] He's like, [yells out] "Skylar! That's my Utilidrink!"

**Griffin:** Yeah. [chuckles]

**Justin:** Cut to black.

**Griffin:** Yeah.

**Justin:** Because like that's how powerful it is!

**Griffin:** [chuckles] Yeah!

**Justin:** Right? If someone drinks—

**Travis:** Now, wait! Why—

**Justin:** The wrong Utilidrink, they'll probably die from it. [chuckles]

**Griffin:** Yeah. [chuckles]

**Travis:** Now, why... Listen, you know I love the Ruffalo Buffalo so much.

**Justin:** Yeah. Every man is, to answer your question, every man. [chuckles]

**Travis:** Why are we paying Ruffalo Buffalo prices for... for just that? Because he's an everyman?

**Griffin:** It's a huge line, Trav.

**Justin:** He's the utiliperson. He's the utiliperson.

**Travis:** Okay.

**Justin:** He's a doctor who's a Hulk.

**Griffin:** Yeah.

**Justin:** And he's also in drama.

**Travis:** That's true.

**Justin:** And also he... made a robot out of Emma Stone, like or had sex with her. I didn't watch. I was a little stoned.

**Griffin:** I didn't see it.

**Justin:** But like he's the everyman. [chuckles] You know what I mean?

**Griffin:** Yeah.

**Justin:** He's like the Utilidrink.

**Travis:** Yeah.

**Justin:** Like perfect sponsor.

**Travis:** And full of probiotics.

**Justin:** Yeah.

**Griffin:** I always confuse people on the street as Mark Ruffalo. And I think he's got a—he's in DC, he's lobbying for something, never—he just is every—[sings] he's every man—

**Travis:** I walked next to him one time at New York Comic Con, going through the back tunnels to get the thing—

**Griffin:** Is he little?

**Travis:** And he looks—

**Griffin:** I bet he's little. Is he like 4'11"? Is he a little guy?

**Travis:** He's a... he's the size of one Mark Ruffalo. Like if you're thinking like for scale, you would put him next to another Mark Ruffalo and you'd be like, yeah, that's exactly it.

**Griffin:** I'm going to Google how tall is Mark Ruffalo, and Google Gemini AI is going to be like, "Nine feet tall, when he's the Hulk." Thanks, fuckin'—thanks, dude.

**Travis:** I've tried to word this in a way that makes sense before, but you know how sometimes like you're somewhere and you think you see a celebrity and you're like, "I kind of know—oh, who is that? Ah... Is that somebody? That's somebody." When I saw Mark Ruffalo, it was negative time before I knew it was Mark Ruffalo. One of the most recognizable people in real life I've ever seen.

**Griffin:** 5'8".

**Travis:** Yeah, it feels right!

**Griffin:** What CMSRP are we thinking, Juice, on Utilidrink?

**Justin:** So, every—that will be very conditional. Like obviously, if you're on some high-grade experimental medications, or ones that have to be specifically temperature controlled, that's the thing with Utilidrink. There are going to be some Utilidrinks that are probably going to be kind of like JB Weld, where they have to be stored in separate containers.

**Travis:** Yeah.

**Justin:** And then you squish 'em out, and then you mix it, and you have to drink it like... right away.

**Griffin:** Yeah!

**Justin:** [chuckles] Before it hardens, you know? Like or whatever.

**Griffin:** I'll tell you another—

**Travis:** What would you—

**Justin:** Probably 50—probably 50... 50 to 20 grand.

**Griffin:** I'll tell you my—okay, yeah, that makes sense, per—

**Travis:** So my—wait, 50—wait, \$50 to 20 grand or 50 grand to 20 grand? Which is not normally the way you would arrange that.

**Griffin:** Not how you would list those.

**Justin:** [chuckles] \$50 is like basically just coffee.

**Griffin:** No meds.

**Travis:** Oh! Okay!

**Justin:** Like—

**Griffin:** Yeah, yeah, yeah.

**Justin:** Right.

**Griffin:** Now my—

**Griffin:** At 20 gra—

**Travis:** And then you're going to reverse that, because there is a step-down process to quit Utilidrink.

**Griffin:** Yeah. [chuckles]

**Justin:** [chuckles] Yeah!

**Travis:** You're not going to want to stop cold turkey, or you will die.

**Justin:** The 20 grand one, I gotta tell you guys, is pretty much all peptides. [chuckles]

**Griffin:** Okay—

**Justin:** I will be real. I'll be real! [chuckles]

**Griffin:** I'm gonna learn what those are one of these days.

**Justin:** I'll be real! It's basically all peptides. [chuckles]

**Travis:** It sounds important.

**Griffin:** It sounds—yeah.

**Justin:** It's all human growth hormone in peptides. [chuckles]

**Griffin:** I'll tell you my issue is every 12 weeks, I gotta shoot up the Skyrizi. I don't know how we incorporate that element into Utilidrink.

**Travis:** Five-hour energy drink style Utilidrink just comes in a little one with a Skyrizi in there.

**Griffin:** [chuckles] So these are delivered to you via express mail. You get the like huge ice box with your week's Utilidrink in it.

**Justin:** Unlabeled.

**Griffin:** Yes.

**Justin:** Or it will be stolen.

**Griffin:** And then every 12 weeks, I'll get one in that only has six big bottles of Utilidrink, and then one very menacing small glass vial, full of a—

**Justin:** "Rachel! Where's the packaging?! Rachel! Did you throw out the packaging for this?!"

**Griffin:** [chuckles]

**Justin:** "Rachel, did you see a small, small bottle?!"

**Griffin:** "It's my Skyrizi Utilidrink!"

**Travis:** For premium members, I would also like to pitch Utilidrink Nights, where there is red wine in it.

**Griffin:** Ooh!

**Justin:** Okay, see, Trav...

**Griffin:** That's a different util.

**Justin:** It's a different util, because that's just booze. Like booze does all that for you. The only job you have at night is sleep.

**Travis:** Oh, you're right! It's just a bottle of wine. [chuckles]

**Justin:** The booze is the Utilidrink.

**Griffin:** Yeah.

**Justin:** Right.

**Travis:** Listen—

**Justin:** It's just the wine is the Utilidrink is the only job you have at night.

**Travis:** Without this, you will not sleep.

**Griffin:** Yeah.

**Justin:** Right.

**Travis:** We cannot stress enough, there's so much in Utilidrink that if you drink Utilidrink without Utilidrink Nights to ca—as the antidote, you will stay awake—

**Justin:** It is—

**Travis:** For four days. [chuckles]

**Justin:** Trav, maybe it is just an anti. It's just a big bottle of anti stuff. [chuckles]

**Griffin:** [laughs]

**Travis:** This is going to bring you back! This is going to bring you back!

**Justin:** Like it's absorbent stuff. [chuckles]

**Travis:** Yeah, this is all activated charcoal!

**Justin:** Like fiber I think is—it would be good. Like—

**Griffin:** It's the—

**Justin:** [chuckles]

**Travis:** Yeah, this is all carbon!

**Justin:** Sawdust!

**Griffin:** It's a—it's three parts Cabernet Sauvignon, and then it's one part—

**Justin:** [laughs]

**Griffin:** It's one part melatonin, and then the rest of it is sawdust. And it absorbs the rest of—

**Justin:** Activated charcoal! [chuckles]

**Griffin:** And activated charcoal, it catches—

**Travis:** This is gonna get you out of the crest, as we call it, and pull you back down.

**Griffin:** Yeah, yeah! In the morning—

**Justin:** Here's another important thing, though. If you don't have your next Utilidrink the next morning, you will perish. [chuckles]

**Griffin:** You will die.

**Travis:** Yeah.

**Griffin:** You need it! Your body's going to be fluctuating through states of ketosis.

**Travis:** And matter.

**Griffin:** Matter... regulation... You need to stay on the—you need to keep surfing the wave, or you will fucking crash, dude.

**Justin:** We're gonna have to—we're going to start every press conference the same way. "Everyone, hi, thanks for coming. Again, I will ask, do not ask about nanomachines in the Utilidrink. That is company... compnay information. Cannot share that."

**Travis:** Priority!

**Griffin:** "I know me saying that makes it sound like I'm saying there's nanomachines in the Utilidrink. It's not one way or the other."

**Justin:** "We're not saying that, we're saying there's not not..." [chuckles]

**Travis:** "And if they are, they're beneficial!"

**Justin:** "But there's not any in there—"

**Travis:** "But there's not."

**Justin:** "Or there's not not any in there."

**Travis:** "But if we were going to—"

**Griffin:** Today's my—

**Travis:** "We wouldn't tell you."

**Griffin:** Today's my Skyrizi day. I got it on the brain. And I wanted to share that, you know, I started taking it for my—for my terrible skin.

**Justin:** Cannot—

**Travis:** I don't think—

**Justin:** Believe that's the name still.

**Griffin:** It's awesome.

**Justin:** Still can't believe it.

**Griffin:** It's such a good fucking name. And it's like one of the best—

**Justin:** Can you imagine when Ferris Bueller like came into the conference room and he was like, "Guys, I got it."

**Griffin:** Yeah.

**Justin:** "Skyrizi."  
"What?"

**Griffin:** It was probably a lot like that.

**Travis:** That guy just beat Skyrim the night before, is what he was—

**Griffin:** Yeah, it had to be something—

**Travis:** And that—and he started—and he was playing Skyri...

**Justin:** I just got— "Guys, I just beat Skyrim the night before." I'm leaning on the edge of my window, I don't know if this will play. [chuckles]

**Griffin:** Yeah, no, it plays. It's cool. You don't look wild at all.

**Travis:** How big is that window?

**Griffin:** Today's my rizi day, and I'm so grateful. Thank you, skyri—not sponsored. Thank you, Skyrizi, for fixing my psoriasis. I was watching TV a couple months ago, and I saw an ad, and it was like, "Do you have moderate to severe Crohn's disease? Well, that can make life very difficult, can't it? Luckily, we've got a drug for you. It's called Skyrizi." And I was like, wait a minute... I've never taken a drug for one thing and then found out that it also fixes a totally different, completely other thing. And maybe I had moderate to severe Crohn's disease. I'll never know. Because if I did, the riz licked it.

**Justin:** Fixed it.

**Travis:** Mm-hm.

**Griffin:** So... that's pretty—I—that's pretty—I've never had that happen before, where it's like my depression medication is also making my wiener huger. *What?* Like, it's never do—

**Justin:** What?

**Griffin:** It never does two secret things.

**Travis:** Well, it usually does two secret things, just one of em's not beneficial. [chuckles]

**Justin:** It's true,

**Travis:** There's a lot of like, "Oh, also it turns out, sorry about that."

**Griffin:** Yeah.

**Justin:** Wellbutrin is a depression medication that they also use to help people quit smoking. And it's like, maybe you're just sad? [chuckles] You know what I mean? Like maybe—

**Griffin:** Yeah.

**Justin:** Maybe you were sad and you smoke to deal with it.

**Griffin:** Okay.

**Travis:** Yeah!

**Justin:** You actually can't know the difference.

**Travis:** I was taking Lexapro for depression.

**Griffin:** Yeah.

**Travis:** And then my doctor—my therapist diagnosed me also with anxiety, and she was like, "Just keep doing the Lexapro." [chuckles] I was like, "Ah! Cool! Wait!" [chuckles]

**Griffin:** Maybe there's a lot of different—

**Travis:** "Hold on!"

**Griffin:** It's all one thing, guys. We're all one spirit.

**Justin:** It's all a continuum. That's what—

**Griffin:** It's all a continuum.

**Justin:** Utilidrink's about. It's al—that's—[chuckles] that's like the ads are going to be like, people passing around a can of Utilidrink and it's like, we all

have different Utilidrinks, but the one thing that unites us all. And then people are like, "The can."

"The can."

"The can."

"The can." And then a few people are like, "Banana machines." [chuckles]

No.

**Griffin:** [chuckles] No, stop.

**Travis:** No!

**Justin:** Edit that.

**Griffin:** Get out of here. Get that out.

**Travis:** And then there will be a very large print across the bottom, "Do not share Utilidrinks!"

**Griffin:** "Don't share Utilidrinks."

**Travis:** These are—

**Griffin:** You have to le—

**Travis:** They—no, this is—

**Griffin:** You gotta show the ad—

**Travis:** A specific blend!

**Griffin:** You gotta show the ad right after where Mark Ruffalo says like, "No, Janet! That's my uti—" You have to show that right after so people know that the last ad was like a joke. Do not share—

**Justin:** That's a good ad—

**Travis:** Metaphorically—

**Justin:** That's also a PSA! [chuckles]

**Travis:** We all share this.

**Justin:** There should be more ads that are also PSAs for the dangers of your product. [chuckles]

**Griffin:** Yeah.

**Travis:** Yeah.

**Justin:** It's like—it's like advertising how powerful it is. Like this isn't kid's stuff, we're not joking around.

**Griffin:** I worry—

**Justin:** It's chocolate flavored, but like that's not...

**Griffin:** The health disclaimers on Utilidrink in the ad will be robust enough that it will not leave us a lot of runway for the ad part of the ad that talks about how good the product is. We're going to have about a second and a half of Mark Ruffalo being like, "Utilidrink, good!" And then 59 seconds of like, "Utilidrink will kill you fucking graveyard dead if you do it wrong."

**Travis:** No! It will only kill you if you drink someone else's! Like, that's...

**Griffin:** Yeah.

**Travis:** We can't stress enough, it won't kill you.

**Griffin:** No, it can't kill you.

**Travis:** But it will kill everyone you love if they drink yours.

**Griffin:** If they touch it. If they—yeah. Just label 'em.

**Travis:** Get your own apartment!

**Griffin:** We won't—

**Travis:** Just be safe!

**Griffin:** We won't label them. We will put nothing on the can that says like, "This is Mark's Utilidrink." You need—it's up to you to do that at home.

**Travis:** Personal responsibility.

**Griffin:** It's huge.

**Justin:** That's right. That's what ameri—that's what this country was founded on. [chuckles]

**Travis:** Yeah.

**Justin:** I'd like to ask you some questions. And these came from our listeners. These aren't mine, okay? I don't want to be weird about it. These are ones that they've sent to us—

**Travis:** Hey, Justin—

**Justin:** Because they want our help.

**Travis:** Just then in that moment, you started typing. Hey, you felt like such like an Oracle-esque character—

**Griffin:** It was cool, you were the man in the chair—

**Travis:** Man in the chair.

**Griffin:** For a second.

**Travis:** It looked so fucking cool.

**Griffin:** Yeah, yeah.

**Justin:** Do you know why I look so cool? Because I'm trying to register utilidrink.com.

**Travis:** Oh? Yeah, you looked very professional at that moment.

**Justin:** It just occurs to me how it's like so stupid—well, that's when I do my job, Travis. [chuckles] This is when I register... domains.

**Travis:** We have to re-evaluate your job title and description, by the way. It's been a couple of years now, we need to add some duties.

**Justin:** I know.

**Griffin:** He keeps skipping—

**Justin:** I know.

**Griffin:** The annual meetings where we get new job titles and stuff. Do you think the stuff that Travis says at the beginning of the MBMBAM episodes is like jazz? That is like—

**Travis:** No, that's voted on by board members.

**Griffin:** The board voted.

**Travis:** I get docked every time I miss one.

**Justin:** 18-99?

**Travis:** That's a good year.

**Griffin:** \$18.99 for...

**Justin:** \$18.99 for utilidrink.com? I mean like—

**Griffin:** That's, dude, grab that shit.

**Travis:** That's an investment, man!

**Justin:** We're building a brand here that's like—

**Griffin:** We'll cut everything out of the beginning of this episode, because someday someone will make Utilidrink, that will really make it, and then we'll sell that back to them for...

**Justin:** Read the terms of service?

**Travis:** See how much Utilishorts is, too? Because we can do like a fun thing where it's like summer branded shorts.

**Griffin:** Yeah.

**Justin:** Do you think Amanda gets notifications every time I do this? I hope so.

**Travis:** She does.

**Justin:** Does she get—[chuckles] it's 8AM where she lives.

**Travis:** Sometimes she texts me behind your back, because she's worried about you and our finances.

**Justin:** Yeah, good. She should be. I like to keep everybody on edge. Listen! Listen, "My barber's old. Aside from my years at college and a few years living across town, I've gone to the same barber my whole life. I'm worried he'll retire and I won't know where to get my hair cut. Is it okay to ask him where I should get my hair cut when he retires? I don't want him to think I'm looking to ditch him already." That's from Seeking a Shearer in Springfield.

**Griffin:** It's so hard.

**Justin:** You mean die, right? You're trying not to say die, but—

**Travis:** Like retire from this plane?

**Griffin:** Yeah.

**Justin:** They mean die, right?

**Griffin:** Well, I think it's the same. If your barber retires and you don't see them anymore.

**Justin:** Yeah. Unless they're your uncle, they're pretty much dead to you.  
[chuckles]

**Griffin:** Basically.

**Travis:** Ah, man. What if the barber died in the middle of cutting your hair, and it was left unfinished forever?

**Griffin:** Yo, you had to find some—

**Travis:** And you had to live with that haircut.

**Griffin:** Yes. You had to find someone to do the other half. Maybe that's how you do it? He says, "You're looking for a new barber after me." He only cuts half of your hair. He says, "Now the time—the timer is ticking. Get out there, find someone who can complete the look. And they'll know, informed by my past work, how you like it done."

**Travis:** Could you ask him to put together a detailed build book as he cuts your hair, of like shots of the cuts and methods he's using? And then you put it all together in a very detailed, separated binder that you can just hand off. And at this point, Question Asker, find yourself a 21 or 22-year-old barber, because you don't want to go through this again.

**Griffin:** I mean, you gotta go through this again. The old heads are the best, because some, they'll do old-timey—they'll slap you on the shoulder, give you a little *rat-tat-tat-tat*.

**Travis:** Ah, yeah.

**Griffin:** Like on the—on your forehead like, a little percussive, you know what I mean? With their old hands just bonging all over you.

**Travis:** I believe the old—the old dude in Huntington that we went to a couple of times, Early, I think was his name?

**Griffin:** Yeah.

**Justin:** Yeah, Early. God, that guy was early to life. [chuckles]

**Travis:** He had—

**Griffin:** [guffaws]

**Justin:** He got here before everybody else!

**Griffin:** He got started before anyone!

**Justin:** He got there before everybody else!

**Griffin:** Yeah.

**Travis:** That mother trucker had—

**Justin:** Early is right.

**Travis:** He had pneumatic like shears and stuff.

**Griffin:** Yeah!

**Travis:** Like I remember they were like hooked to a tube like to the wall. When he turned it on, it sounded like a steam—like a piston like *grrr*.

**Griffin:** That was cool.

**Travis:** And you could feel like the air going off of—it ruled, man!

**Griffin:** Yeah.

**Travis:** And all of his haircut styles had like number seven with bangs! You know, it was all like you were ordering at a deli. It ruled.

**Griffin:** The thing about barbers and haircutting and hairstyling, and I have to assume this is true for everyone, is if you start seeing the same person to cut your hair for a long enough period of time, you forget kind of what it is like with other sort of stylist hair professionals. There could be a whole world of not sort of older barbers out there who can offer you so many cuts.

I got my hair cut at Happy Hair Boutique for a long time, basically up through college. It was just where Mom took us. And it was a lady who we went to church with, cut our hair I think at a discount, which was super chill. But it was—but my style was not great until I—when I was like a senior in college. Saw someone else who cut all my hair off, and I was like, I look different now, this is way better. And I don't have to talk about Jesus Christ during the styling, which I also super, duper appreciate.

**Travis:** Guys, when I lived in LA, I went to the same stylist as Cameron Esposito.

**Griffin:** Oh, fuck, dude.

**Travis:** A person named Pony. Pony was incredible.

**Griffin:** [chuckles]

**Travis:** Pony was incredible! And don't get me wrong, I love my Cincinnati stylist. Ah, she's great! Love her, she's great!

**Griffin:** But Cameron's—

**Travis:** Pony—

**Griffin:** Cameron's hair is just very, very, very powerful.

**Travis:** So good! So good!

**Justin:** I've been seeing the same guy, Joey Griffith. Get him on Booksy, check him out. Great, great cuts. He's a younger fella. We used to just go wherever mom took us, which is usually into the Happy Hair Boutique.

**Travis:** Correct.

**Justin:** We would normally slide up in there.

**Travis:** Happy Hair Boutique—

**Justin:** It is a thing—

**Travis:** You can tell by the name, specialized in teenage boy haircuts.

**Griffin:** [laughs] Right?

**Justin:** Yeah. Because we were happy at the end of it. [chuckles] And we did have hair. The barbershop is specific. If you go to the actual barbershop, and I think part of what makes this so hard is you're not just talking about the barber. Because unless you're going to like a Mastercuts or something at the Walmart, every barbershop is just a loose confederation of maniacs that decided they could share the same basic room.

Like it's like there's no—there doesn't have to be a sort of like—the music is whatever, everybody can kind of agree to. And if not that, it's three different kinds of music and Fox News. It's like, it's just a bunch of people living in tight quarters, in this cycle of strangers that are just like in and out of their little like Wings sitcom that they're doing. But it's like, it's a vibe! You gotta find one that fits. I've gone to the—I've gone to a barber for a year, where I was uncomfortable. [chuckles]

**Griffin:** [chuckles]

**Justin:** Like, I didn't like being there. I was like, I hate this, but I can't find anything better. I can't do any better than this right now.

**Griffin:** Yeah.

**Travis:** My—

**Justin:** But it's just about the—it's about the room.

**Griffin:** The vibe. Yeah.

**Justin:** It's the vibe.

**Travis:** My current stylist and the salon I go to—*mm-hm*—the radio station they play over the sound system is the hits of the '60s, '70s, '80s, '90s, 2000s and today!

**Justin:** Wow.

**Griffin:** So that's all mew—that's all the music that there is!

**Travis:** It's the most whiplashy—

**Griffin:** Yeah, I bet.

**Travis:** [chuckles] Sonic experience.

**Justin:** And this is the soundtrack for Whiplash!

**Travis:** Yeah.

**Justin:** At my tempo, cut.

**Travis:** Incredible.

**Justin:** At my tempo. "Every week, my office tests the fire alarm between 2:55 and 3:05. It scares me and—" Every week? Damn. That guy's really careful. [chuckles]

**Griffin:** [chuckles]

**Travis:** "We work at the—"

**Justin:** "It scares me—"

**Travis:** "Gasoline factory." [chuckles]

**Griffin:** Yeah, right?

**Justin:** "Just gotta check it again—"

**Griffin:** I love the idea that you would need a fire alarm at the gasoline factory, and it wouldn't be immediately—

**Justin:** [chortles]

**Griffin:** Hugely—

**Justin:** Yeah.

**Griffin:** Instantaneously apparent.

**Justin:** "Nobody else in the office ever reacts. The exact time varies from week to week, and it only lasts a few seconds. I've been at this job for over a year now, and I'd like to figure out how to stop embarrassing myself on a weekly basis. How can I be more prepared for this noise scientifically designed to make me react?" That's from Dreaded Drills in Dublin.

**Travis:** That, can I tell you what's wild? There's many things that's wild about this. But here in Cincinnati, and you guys have heard it many times, first Wednesday of every month, they test the tornado warning.

**Griffin:** Yes!

**Travis:** At noon, first Wednesday of every month.

**Griffin:** It has interrupted recording times, and it's always extraordinarily eerie to hear, because it's a—it's a pretty scary siren—

**Travis:** It sounds like an air raid siren. It's—

**Griffin:** Yeah.

**Travis:** I have lived in Cincinnati now for many, many years, over a decade and a half. Tornadoes are not a normal thing.

**Griffin:** An ongoing—

**Travis:** I don't know how often it comes up. But when you're working a job where they're testing it every Wednesday, the idea that you would know it's Wednesday consistently every week, to the point where if it went off on a Tuesday or Thursday, your immediate thought would be, today's definitely not Wednesday—

**Griffin:** Yeah.

**Travis:** This is a problem. Like your first thought is going to be when you hear it, "Ah, Wednesday again." Because that's how life works when you're an adult.

**Griffin:** Well, they don't confirm—do they confirm that it's the same day? I don't think so. It's just that it happens at 2:55 to 3:05 PM some days. Once a week.

**Travis:** I thought it said every Wednesday?

**Justin:** Yeah. Once a week. This is what I'm saying.

**Travis:** Oh.

**Justin:** This person is so careful. "Every week, they test a fire alarm between 2:55 and 3:05."

**Travis:** You shouldn't be allowed—

**Justin:** For who?!

**Travis:** You can't do it different days, because then—

**Griffin:** I agree.

**Travis:** That's not... that's—

**Griffin:** Yeah. Well, but Travis, fire comes any goddamn day it wants to! Fires burn on Monday—

**Justin:** This test doesn't.

**Griffin:** Monday to Sunday.

**Travis:** Unless you're—

**Justin:** Eventually you're—

**Travis:** Doing like you're training for like a battleship under siege, and you're like doing like repel borders training, where it's like every week you do the drill, we're—we've got—you're going to have the fire escape plan down, right? Like, no one has ever done a fire—I can't remember a time in school when they would do fire drills, and every student, or even any student would be like, "Let's take this seriously, guys." Like it never—

**Griffin:** Save for me, captain of the fire patrol.

**Justin:** Yeah.

**Griffin:** Trying to get my trip to—

**Justin:** Yeah, I was fire patrol too. Yeah, I—

**Travis:** I mean, I was—I was captain of fire patrol? I got kicked off safety patrol. It's not important. But—

**Justin:** Wow.

**Travis:** You never treat it—

**Justin:** I would—

**Travis:** Like it's a real fire?

**Justin:** If I knew that my office did this, this is not—I would leave during this time period. I would not be around. I would find a reason to not—I hate this.

**Griffin:** Yeah.

**Justin:** This sucks. If I—I don't like the very loud—like, no, thanks.

**Griffin:** Yeah.

**Justin:** It's going to be so loud.

**Griffin:** How do you feel about the Sudden?

**Justin:** You know, that sucks.

**Griffin:** Do you like the Sudden?

**Justin:** Well, Sudden... this is the worst. Sudden, but you know that it is coming, right?

**Griffin:** [chuckles] Yeah.

**Justin:** You know it's going to be in this window, but you don't know exactly when. No, thanks!

**Griffin:** So you can be scared of it—

**Justin:** I'll go to Walgreens, thanks.

**Griffin:** Yeah.

**Justin:** I gotta get my medicine for my Utilidrink. If I don't add another little thing to it every day, it coagulates. [chuckles] So I gotta—

**Travis:** That's fair.

**Justin:** Add the stuff. I gotta add the anti-coagulant. [chuckles]

**Travis:** You gotta keep it at 73.5 degrees.

**Justin:** [titters] Right.

**Travis:** I think that one of the problems, and I think we can address this right now, this is an easy solve, when a fire alarm kicks on, or an alarm—it kicks on full blast right at the start. And that's gonna disorient you.

**Griffin:** Yeah.

**Travis:** Right? Because now you gotta get used to the fact it's going on, you gotta calm it down, it shocked your system.

**Griffin:** Okay.

**Travis:** We need something with a slow... and not even slow! But like a ramp-up.

**Griffin:** Yeah.

**Travis:** Right? Like the fire alarm is also—like, is there a fire? Right? So it's like a, beep?

**Griffin:** Well, yeah, I mean, why even—

**Travis:** *Beep?*

**Griffin:** What are they testing when they test the fire alarm system? That all the things are doing the noise, right? Why does the noise during the test have to be a scary honk noise? Why can't it be... September by Earth, Wind & Fire? Like something to get the—get the—

**Travis:** Yes.

**Griffin:** Get the office moving.

**Justin:** Probably not September. We don't want to go with that. For obvious reasons.

**Travis:** Well, you wouldn't want Earth, Wind & Fire, either. You know, you would want—

**Justin:** That's a—yeah, there's like—that's like a bunch of the natural disasters all kind of rolled into—

**Griffin:** That's fair—that's a fair point.

**Justin:** Rolled into one.

**Griffin:** What if, on the day that they test the fire alarms, the boss can decide that that is at the time that everyone can also punch out? So you hear the fire alarm, all of a sudden it's not something that you're scared of, it's something you're excited for. Because when the fire alarm goes off, everybody gets to go home for the day.

**Travis:** Or you could say like it's the first 10 people get to punch out, right? Like the first 10 to—

**Griffin:** Oh, cool. Yeah!

**Travis:** Right? So now everybody—

**Griffin:** First 10 people to leave the building?

**Travis:** Yeah! That's gonna also increase that Pavlovian response, right?

**Griffin:** Yeah.

**Travis:** When you hear the fire alarm, get the fuck out of the building.

**Griffin:** Yes. I gotta get out of the building. I want to go home and fucking chill. That's good.

**Justin:** That's a good idea. You incentivize a little bit of the carrot rather than the stick.

**Griffin:** Yeah.

**Justin:** You know? You're incentivizing people. What if you had just like a huge cooler full of Mountain Dew's outside?

**Griffin:** Yeah.

**Justin:** And just pops it open like...

**Griffin:** That's cool. I haven't done a fire drill in a—

**Travis:** And a slip and slide from the front door to the cooler!

**Justin:** And Little Debbie's, just like post-soccer, just like after soccer. There's like a bunch of boxes of Little Debbie's and a bunch of juices.

**Griffin:** Yeah, you catch more flies with honey than fire, is what my grandpa always taught me.

**Justin:** And even more with Little Debbie's.

**Travis:** You catch a lot of flies with Little Debbie's.

**Justin:** Hey, let's take a quick break, a quick sojourn, and then we'll return.

[theme music plays]

**Justin:** "Hello, everyone, thank you for coming. I appreciate you coming. My name is Daniel Worthington, I'm, of course, the CEO of the Pretty Kitty Committee. And I have some unfortunate news today. We are forced to ban the use of Smalls from competition in the Pretty Kitty Committee. Unfortunately, it is just too high quality. The cats, it creates an unfair

disparity between the cats that are enjoying Smalls. These protein packed meals are 100% human grade. They're delicious. I eat them every morning, of course. But of course, I—no more cats consuming Smalls will be permitted to compete in the Pretty Kitty Committee."

**Griffin:** Quest—

**Justin:** Yes—

**Travis:** *Meow, meow, meow, meow, meow, meow, meow!*

**Justin:** "Yes. Sorry, Griffin raised his hand, but Travis is making cat noises, so he wins."

**Griffin:** Yeah.

**Travis:** Yes, thank you.

**Griffin:** Did you not have a question, you just wanted to make—

**Justin:** "What mag—what funny magazine are you from?" [chuckles]

**Travis:** Oh, I'm from—

**Justin:** "Don't you know the name of a funny magazine?"

**Travis:** Time. Travis: Time Magazine.

**Justin:** "Hm, okay."

**Travis:** One, we voted you the person of the year, for not only your work with the Pretty Kitty Committee but—

**Griffin:** What's his fucking name?

**Justin:** Daniel Worthington?

**Griffin:** No, tra—Justin! I wanted Travis to answer!

**Justin:** Sorry.

**Travis:** Dr. Professor Worthington.

**Griffin:** Yeah.

**Travis:** But also, why not just give—

**Justin:** . That was my fault there. [chuckles]

**Travis:** Why not just—

**Justin:** I'm Emperor Worthington. [chuckles]

**Travis:** Emperor Dr. Professor Worthington, why not just give all the cats Smalls, and make it fair?

**Griffin:** Yeah.

**Justin:** "Well, Travis, that would be very good for the cats. Of course, 88% of cat owners reported overall health improvements. But what about the... Yes, Travis?"

**Travis:** Well so then—

**Justin:** "You have another question?"

**Travis:** Well so then—

**Justin:** "Or were you stroking your beard?"

**Travis:** It doesn't seem like there's a reason not to give the cats Smalls.

**Griffin:** If it makes the cats—yeah.

**Justin:** Well—

**Griffin:** If we could get around to my question too, and it is I think—

**Justin:** "Yes, Griffin, you had a question. What was your magazine?"

**Griffin:** My—I'm... I'm not on a magazine. I'm the COO of pretty—the Pretty Kitty Committee. You should know that, we've worked together for 45 years.

**Justin:** "Yes."

**Griffin:** They are a sponsor of us. And I feel like banning Smalls cat food because it's so good for cats, and you've been using it for a long time and your cats have never looked sexier—

**Justin:** "Yes. My cats are sexier than ever before. You're right, Griffin."

**Griffin:** Yeah.

**Justin:** "Hey, Griffin? Thank you."

**Griffin:** Yup. So—

**Justin:** "For 45 years."

**Griffin:** But you didn't really thank—the thank you is nice to receive one of those after 45 years, is awesome actually for me.

**Justin:** "For 45 years."

**Griffin:** But I do—you didn't really address the issue, which is that Smalls is one of our sponsors this week. And I'm worried that banning them from the competition that they are sponsoring sends a message that they won't like.

**Justin:** "Yes, old friend. For 45 years, you've been a steady hand on the till. And once again, you have steered me right. Smalls is a sponsor of this program and thus we are requiring Smalls for all cats in the Pretty Kitty Committee."

**Griffin:** Yeah.

**Justin:** "Stop serving your little carnivore a bowl of processed shortcuts. For a limited time, because you are a My Brother, My Brother and Me listener and a member of the Pretty Kitty Committee, get 60% off your first order, plus free shipping and free treats for life! When you head to [smalls.com/mybrother](https://smalls.com/mybrother). That's 60% off your first order, plus free shipping and free treats for life! When you head to [smalls.com/mybrother](https://smalls.com/mybrother)!"

**Travis:** Listen, as a journalist, I'm so excited to be here. Unfortunately, Time Magazine has dissolved. So now I've decided to start my own independent—

**Justin:** "We bought them!" [chuckles]

**Travis:** Yeah.

**Justin:** "It's Cat Fancy II!"

**Travis:** Yup. I decided—

**Justin:** "We're doing another Cat Fancy!"

**Travis:** I'm going to start my own independent journalism website, where I can report on this breaking news, that Smalls is required by the Pretty Kitty Committee. So I've turned to Squarespace to build my website, so that I can publish all these breaking stories, and also my coverage of, you know, wars and political stuff. So it'll be wars and political stuff, and news about the Pretty Kitty Committee, will be like my main focus.

**Justin:** Now, Trav, you're no great shakes in the brains department. How do you—

**Travis:** That's true.

**Justin:** Why do you think that you're going to be able to pull this off?

**Travis:** Well, even a real dum-dum like me—

**Griffin:** Wow.

**Travis:** With mushy head can build a website with Squarespace, because they have all kinds of helpful tools and intuitive design, and services that they offer to help me do the things I need to offer my goods and my services, and get paid all in one place. It'll make me seem professional in a way that I simply am not.

**Griffin:** Yeah.

**Travis:** And the cutting edge designs will really cloud and mask the fact that I'm just a real stupid face.

**Griffin:** He didn't say that.

**Travis:** With macaroni for brains.

**Griffin:** You're taking too—you're take—you need to show Justin some grace for the thing he said.

**Travis:** No, I have macaroni for brains. Overcooked macaroni brains.

**Griffin:** He didn't say you have macaroni brains.

**Justin:** I didn't say any of that.

**Griffin:** He didn't say any of that.

**Travis:** It was deeply implied. I think—I think it was deeply implied that I have overcooked macaroni brains, with raisins.

**Griffin:** Yeah.

**Justin:** I don't know why you're saying this, Travis.

**Griffin:** I love Squarespace.

**Justin:** I don't know why you're saying any of this.

**Griffin:** I bet Justin's probably going to use Squarespace—

**Travis:** It's just that you guys didn't invite me to be on the board of the Pretty Kitty Committee! I had to become a journalist just to be in the room where it happened.

**Griffin:** Well, Justin—

**Travis:** You know what I mean?

**Griffin:** Offered you that. Here's what happened, Trav. Justin offered you that role. You said, "Yes, please." He offered me that role. Did you hear what I did? I said no, I'm taking a bigger role in this sketch. You have to do that here, man! You know it's cutthroat. Sometimes someone sets you up for something—

**Justin:** You have to dress for the job you want. [chuckles]

**Griffin:** And you gotta say no, I don't want that part. I want a bigger part, that's bigger than your part even.

**Travis:** I'm Garfield!

**Griffin:** Yeah. And I didn't even have to do a voice. Justin did a voice. I didn't even do a voice. And I still wanted that bigger part.

**Travis:** Can I take Justin's part?

**Justin:** Yeah.

**Griffin:** No.

**Justin:** It's no problem.

**Griffin:** You gotta do the voice.

**Travis:** "I'm Samuel Worthington!"

**Griffin:** That's good.

**Travis:** "President of the Pretty Kitty Committee."

**Griffin:** That's good.

**Travis:** "And I'm requiring all cats to build a website with Squarespace!"

**Griffin:** I love this voice you guys do—

**Justin:** Even cats can do it?

**Griffin:** I love this—

**Travis:** "Even cats!"

**Griffin:** [chuckles] This voice you guys do, which I've named Daniel Day-Lewish, is really very practiced and a featured guest here on the show.

**Justin:** [laughs]

**Griffin:** Hey, head to [squarespace.com/mybrother](https://squarespace.com/mybrother) for a free trial—

**Travis:** No! I was going to say it!

**Griffin:** Too late—

**Travis:** Hey!

**Griffin:** And when you're ready to launch—

**Travis:** "Whether you're a human or a kitty, head to [squarespace.com/mybrother](https://squarespace.com/mybrother) for a free trial! And when you're ready to launch, use offer code "My Brother" to save 10% off your first purchase of a website or domain. Is a cat not entitled to a website and Smalls? No, says the man in Washington!"

**Griffin:** I—

**Travis:** Well—

**Griffin:** "I click your Squarespace!"

**Justin:** [chuckles]

**Griffin:** "I click it up!"

[break]

**Mark:** Ready to go.

**Hal:** Knock, knock.

**Mark:** Who's there?

**Hal:** We Got This.

**Mark:** With Mark and Hal?

**Hal:** Gah, you knew this one! [laughs]

**Mark:** We can't put that out as an ad...

**Hal:** We just did! New episodes every week on [maximumfun.org](http://maximumfun.org), or wherever you get your podcasts! Now, it's hewn in rock!

**Mark:** Hewn in rock?!

**Hal:** Yeah? [titters]

**Mark:** How do you hew something in rock?

**Hal:** With a chisel.

**Mark:** There's only one Hue in rock, and it's Huey Lewis. [chuckles]

**Hal:** And the news is, We Got This with Mark and Hal is available every week on [maximumfun.org](http://maximumfun.org).

**Mark:** I walked right into that.

[both chuckle]

[break]

**Griffin:** Wonderful is a podcast where we talk about things we like. That's hard to sell in a promo like this, so we've enlisted the help of piano rock superstar Billy Joel to tell you about some of the topics we've covered. Take it away, real Billy Joel!

**Rachel:** [sings] [spoofing "We Didn't Start the Fire" by Billy Joel] Circle time, Sega, Dreamcast, Caesar salad, Tower of Hanoi. Keepy-uppy, time capsules, Wayne's World, cheese pulls, Wallace Stevens, Donkey Kong, fun size Almond Joy. They didn't start the podcast, except that's not true, they didn't 22. They didn't start the podcast, no, they actually did, that was in fact a fib.

**Griffin:** Listen to Wonderful every Wednesday on [maximumfun.org](http://maximumfun.org), or wherever you get your podcasts. Thanks, Real Billy Joel!

**Rachel:** [spoofing Billy Joel] No problem, Griffin!

[break]

**Justin:** [sings the Munch Squad intro riff] I wanna munch!

**Griffin:** Squad!

**Travis:** Squad!

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

**Griffin:** Squad. Bojangles jump scare.

**Justin:** Bojangles jump scare indeed. I just had to share these little beauties with you guys. [chuckles]

**Griffin:** Shit dog.

**Justin:** Bojangles has turned up the flavor this summer with the return of a fan favorite breakfast staple. Now with an extra kick! Starting June 8<sup>th</sup>, guests can enjoy the Breakfast Borrito. That's B-O—

**Travis:** All of this is so shiny! Everything!

**Griffin:** It shines and glistens—

**Travis:** Everything on the screen is shiny!

**Griffin:** It's so good.

**Justin:** The gloss of this thing is beautiful. Back by popular demand, it delivers a hearty handheld breakfast, packed with Bojangles flavor. This original features country style sausage, fluffy eggs, crispy Bo rounds. That's hash browns.

**Griffin:** Yeah.

**Justin:** Melty Monterey Jack cheese and southern sausage gravy, all wrapped up in a warm flour tortilla and served with Texas Pete hot sauce. Now, if you want to start the day with a little more fire, the new Fuego—

**Travis:** Pair it with a Utilidrink! Only at Bojangles!

**Griffin:** [chuckles]

**Justin:** [laughs] Built on the same craveable foundation, the Fuego version adds a spicy ghost pepper sauce, all wrapped in a warm red tortilla.

**Griffin:** Yeah.

**Travis:** To let you know.

**Griffin:** To let you know this is spicy.

**Travis:** That's how I want to start my day, knowing that in four hours, it's going to be dicey!

**Justin:** What's interesting, guys, and I think this is so cool, is that the burrito lineup is designed for convenience without sacrificing the brand's signature...

**Griffin:** Yeah.

**Justin:** Made from scratch quality.

**Travis:** Oh? That is interesting, Justin, yeah.

**Justin:** When I see this, I think, hm, looks made from scratch and high-quality. [chuckles]

**Griffin:** [chuckles]

**Justin:** So they're still like doing it. They're still doing it.

**Griffin:** You know how like in Stardew Valley, when it's like winter and you're just trying to get through it so that you can like get back to farming and stuff? And you'll just wake up and then you'll immediately click on the bed and go right back to sleep until tomorrow? I feel like what Bojangles has offered here as a breakfast dining option is the food equivalent of that.

**Travis:** Yeah.

**Griffin:** Where I could have one of these Tuesday morning, and then Tuesday's over.

**Justin:** [laughs]

**Griffin:** Tuesday's done and we're on to Wednesday.

**Justin:** Your journal entry for Wednesday is just like, "Rough one yesterday."

**Griffin:** Yeah.

**Justin:** Period. [chuckles]

**Griffin:** "Short day!"

**Justin:** End of entry.

**Travis:** Hibernating!

**Griffin:** Hibernating! Slept for 23 and one half hours.

**Travis:** Just enough to drive to Bojangles and back, and I didn't even get to finish the Borrrito before I was back asleep. [chuckles]

**Griffin:** Still haven't finished a whole one of 'em.

**Travis:** The name Borrrito is great, because if you say it like a normal person would say Borrrito, but you say it enough, it just, your friends will start to worry you don't know how to pronounce burrito correctly.

**Justin:** [chuckles] Have a Borrrito. Can you pass the Borrrito?

**Travis:** I'm gonna have a Borrrito.

**Justin:** Borrrito. [chuckles] I'll—

**Travis:** Yeah! Can I get another one of those Borrritos?!

**Justin:** Can you get me a—grab me one Borrrito? [chuckles] It was so well—

**Travis:** "Are you saying burrito?!"  
"No, no, no! Borrrito."

**Justin:** No—

**Griffin:** *A Borrito.*

**Justin:** "Our breakfast Borrito was so well received by guests last year that we decided to bring the heat for its return to the menu this year. And the new Fuego Breakfast Borrito does just that." Says Marshall Scarborough, Bojangles'—

**Travis:** Hey, Marshall? Marshall!

**Justin:** Vice president of menu and culinary innovation.

**Griffin:** [chuckles]

**Justin:** That's Marshall Scarborough—

**Travis:** Marshall?

**Justin:** That's—[chuckles]

**Travis:** Travis McElroy, Time Magazine. Have you thought about Boritbo? And just get it—

**Griffin:** Mm-hm!

**Travis:** Maybe across?

**Justin:** Griffin, I got one for you too. This one is—

**Griffin:** Oh, good!

**Justin:** This one is just for your—this is just a little—

**Travis:** Just for Griffin?

**Justin:** Just a—well, it's not just for Griffin—

**Travis:** No, it's fine.

**Justin:** But it is... let's see here. I want to share it with Griffin because Griffin would, I think, appreciate the story. Love Island, Griffin, it has their own drinks at Scooter's Coffee. [chuckles]

**Griffin:** All right.

**Justin:** I don't know why, but summer love is in the air at Scooter's Coffee with the launch of four new hot drinks, that can only be described—

**Travis:** One of those is just a Red Bull! Hold on! [chuckles]

**Griffin:** [chuckles]

**Justin:** Yeah, one—there—one of—yeah. They're bombshells. They can only be described as bombshells.

**Griffin:** Yeah.

**Justin:** With strawberry hard jelly swimming in a pool of strawberry and dragon fruit flavors, it's hard not to fall in love with these refreshing drinks. Launching June 18<sup>th</sup>. God, I haven't looked for a quote by Nick Lachey in this—there's not one. Sorry, guys. I'll just get—

**Travis:** There is—okay—

**Griffin:** That's not his—that's not his—

**Justin:** Oh, Nick Lachey is Love Island.

**Griffin:** That's not his show.

**Travis:** The matcha latte—

**Justin:** I tried to remember the name of the host of Love Island, and I couldn't get it.

**Travis:** Matcha latte with red heart jelly candies in it?

**Griffin:** It looks like barf, dude, it looks so bad.

**Travis:** It's upsetting in such—

**Griffin:** It looks so gross.

**Travis:** Why would I want—

**Justin:** Looking at it sucks.

**Travis:** Why would I want jelly candies in anything, let alone my matcha latte?

**Justin:** Don't worry, Travis, they have a perfect match for you.

**Travis:** Oh, they do?

**Griffin:** Now we're talking.

**Justin:** "Bombshell matcha latte is the ideal poolside companion, starring our earthy and naturally sweet matcha with a side of strawberry and dragon fruit flavors. Strawberry heart jellies pop up in this bright green drink, making this bombshell—"

**Travis:** To choke you to death!

**Griffin:** [chuckles] To kill you.

**Travis:** [chuckles]

**Justin:** Disgusting! You can get these bombshells at Scooter's Coffee locations, beginning June 18<sup>th</sup>, Griffin. So—

**Travis:** If you dare.

**Justin:** Go and celebrate.

**Griffin:** Can I just... this is—this is weird to admit. I do not fuck with Love Island.

**Justin:** Hey, can I say, Griffin? Me too

**Griffin:** I've tried. It just kind of sucks.

**Justin:** There's just not enough there.

**Griffin:** It just kind of sucks. And it's weird because it's like, it'd be like if you met someone who was like, I don't know, like a big sports guy and watched all the televised sports that there was. And you were like, "What about football?" And that person was like, "I fuckin' can't stand football. It sucks."

**Justin:** I know—

**Griffin:** "I like all the other stuff, but this one is not good." The host just hangs out—the host is the same age as the people on the show, and she just kind of hangs out with them all the time. Where's the distinction? Oh, Minion.

**Justin:** Yeah.

**Travis:** Huh.

**Justin:** Hey, check this out. I just wanted to let you guys know Wendy's is... they unleash Minions and Monsters meal with a new Banana Frosty Swirl.

**Travis:** Why did they decide, do you think, that a Minion with a video camera pointed at me making food decisions—

**Griffin:** Eat these tenders.

**Travis:** Is the best way?

**Justin:** Maybe the best image I've ever seen.

**Griffin:** Yeah.

**Justin:** And I bet Andy Warhol wishes he had made it, because it's like so good.

**Griffin:** Oh, man.

**Justin:** Because the Minion is—you're having your 15 Minions of fame right now, and it's him filming you looking at the Minions.

**Griffin:** That's really good.

**Travis:** They've also ch—

**Griffin:** Yeah, the composit—the composition of this is really—we got a big bowl of apple slices that will go untouched.

**Travis:** Uh-huh.

**Griffin:** We got two big, long, beautiful, amber-hued chicken tenders. A big—

**Travis:** Uncontained!

**Griffin:** Uncontained chicken tendies. We've got a big sort of 12-ouncer of straight milk, it looks like, in a clear plastic cup. Is it a milkshake? Is it a something—is it a frosty?

**Justin:** A frosty swirl.

**Griffin:** Okay, a vanilla Frosty. And then we've got a little—

**Travis:** Why not put that in a Wendy's cup?

**Griffin:** Then we got a little dipping cup of zesty ranch dipping sauce, and a Minion pointing a camera at you. It's really... it evokes the Renaissance.

**Travis:** They've also chosen like the Minion, who is famously yellow, on kind of a very yellowish-green background.

**Griffin:** Yellow-green chartreuse. He blends in, yeah.

**Travis:** Yeah! It's almost like he's trying to sneak up on me and hurt me.

**Griffin:** Awesome.

**Justin:** This is—okay, so there's two meals. You're looking at the Monsters and Minions kids meal.

**Travis:** Mm-hm.

**Griffin:** Okay.

**Justin:** Which is available now. And this—

**Travis:** I was thinking that this isn't mature enough for my grown folks' taste.

**Griffin:** Well, yeah, they don't really offer apple slices in adult meals, and I think that's bullshit.

**Travis:** I need it the most.

**Griffin:** Yeah.

**Justin:** Yes, right, I'd love to enjoy some apple slices. What a treat that would be. Remember when meals used to have desserts? You know, in my day... So the kids meal is choice of two-piece chicken tenders, four-piece nuggets, a hamburger, or a cheeseburger.

**Griffin:** Awesome.

**Justin:** Hot and crispy fries. Or apple bites. Wink. Kids drink. They're getting the fries. [chuckles]

**Griffin:** I love that—

**Justin:** It's not even like—[chuckles]

**Griffin:** I love that—

**Justin:** So crazy that they put it up! Has anybody ever legitimately asked your kids—no ki—ask a kid sometimes. They will laugh at your face. They'll spit in your face. [chuckles]

**Griffin:** I love—

**Travis:** No joke, I've tried at multiple locations to be like, "You know what? We'll get the apple slices." And the answer is always, "Oh, we don't have those."

**Justin:** They don't have 'em.

**Griffin:** Yeah, that's a joke—

**Justin:** They're not for sale?

**Travis:** They didn't think you'd ask for 'em! [chuckles]

**Griffin:** But they do have the choice of two chicken tenders or four chicken nuggets. They are offering you, basically, how much of a chicken continuum are you looking for? Would you like—you could make Morse code. Do you want a dot of chicken or a dash of chicken?

**Travis:** Do you want a built-in intermission?

**Griffin:** Yeah, exactly.

**Justin:** So, the Wendy's—the Minions and Monsters Meal—and there's a lot—there's a lot to offer here. Let me see here, I want to show you the—I have a full image here that I can share with you.

**Griffin:** Is there an adult version of this that you're... Whoa, whoa!

**Justin:** Yes, we'll get there.

**Griffin:** Whoa!

**Justin:** So there's an adult meal, right? The adult meal for adults is a banana frosty swirl, a big bacon classic—

**Travis:** Ba-nana.

**Justin:** Or a spicy chicken sandwich, and a small fry.

**Travis:** You know how they do it? *Ba-nana*.

**Griffin:** Say banana like—

**Justin:** Here's the—here's the thing that I really want to highlight for you guys. If you look at the bottom of the image here—

**Griffin:** Yeah.

**Justin:** You can see the kids' meal toys, which are James and Goomy, and Richard and Ed—

**Travis:** Yeah.

**Justin:** And Dort and Henry. All the greats, right?

**Griffin:** My favorites.

**Justin:** But if you get an adult meal—

**Griffin:** Yeah.

**Travis:** Huh.

**Justin:** Then maybe you'll get one of the adult collectibles. [chuckles]

**Griffin:** This is—

**Travis:** They are all doing rude gestures.

**Griffin:** Yeah.

**Justin:** "The best partnerships—the best partnerships start with an understanding of what our fans are passionate about," says Lindsay Rutkowski, the US Chief Marketing Officer for the Wendy's Company. "By bringing together one of the world's most beloved entertainment franchises with Wendy's iconic high-quality food our customers love, we're creating shared experiences that fans will go bananas for."

**Travis:** I get it!

**Griffin:** Awesome. It's... we can't drive this point home hard enough. The kids' meal toys come with six different Minion and Monsters collectible toys, and the adult meals come with four completely different collectible toys.

**Travis:** In a blind box.

**Justin:** They say—

**Griffin:** In a blind box.

**Justin:** They're not—

**Travis:** One out of—

**Justin:** They're not collectible toys. You sound like a fucking idiot.

**Griffin:** [chuckles]

**Justin:** They are Minions and Monsters blind box collectibles. You can collect them all and unlock the full Minions experience.

**Griffin:** Okay—

**Travis:** You don't play with these things—

**Griffin:** Let me—

**Justin:** That's what it says—

**Griffin:** Let's take—

**Justin:** Sorry! It says collectables!

**Travis:** You display these in your China cabinet!

**Griffin:** Let's take this apart. You can't have four collectibles. That's fucking crazy. You can't have four things and be like, "Collect them all!" There's fucking four of 'em.

**Justin:** They say toy—in the press release, they do say toys for the kids, and collectibles. [chuckles]

**Griffin:** That's awesome! They look identical.

**Justin:** Except they have Wendy's—the adult ones—

**Griffin:** Have Wendy's.

**Justin:** The Minions are like Wendy's food items, because they—

**Griffin:** Right.

**Justin:** Adults—and they—they're in a blind box, and the kids are in clear packaging. You know what I mean?

**Griffin:** Yeah.

**Justin:** The adults have to guess which one they're getting—

**Travis:** Famously, kids hate blind boxes.

**Griffin:** Yeah, and adults fucking can't get enough. Spend seven dollars for something my kid might be hugely disappointed in? Yeah, don't mind if I do! Let's get 20.

**Justin:** I do—guys, can I say, though? I know one adult that is seeing the Minions dressed as Wendy's food and is kind of losing his fucking mind over here. [chuckles] I would do anything, man. Look at 'em!

**Travis:** Is it Dad?

**Justin:** Do you guys not see it? James looks like Wendy and Ed looks like fries!

**Griffin:** Yeah.

**Justin:** Henry looks like a frosty! Are you kidding me?

**Griffin:** What is Goomy—

**Travis:** And Goomy—

**Griffin:** Supposed to be?

**Travis:** Goomy's a bag!

**Justin:** Goomy's the—Goomy's the monster. He's the evil guy, I bet. I'm not gonna go see the flick.

**Travis:** I bet they become friends by the end.

**Justin:** I cannot start paying attention to the Minions trailers. I just gotta see the movies. You know what I mean? I can't.

**Griffin:** Yeah.

**Travis:** I mean, if you're making a Goomy drink...

**Griffin:** Give me—let me—

**Travis:** I don't think he's pure evil.

**Justin:** Goomy? Well, yeah, I bet he'll turn it around by the end of it. Yeah, there's Pineapple Minion Mishy Fizz, and Goomy's Glimy Lime. Can we have drink names that don't try to sound like they're trying to trick me into saying a slur, please? [chuckles]

**Griffin:** [laughs]

**Justin:** Like can we just have normal—like normal names, please? [chuckles] I feel like—

**Griffin:** It's a grimey—

**Justin:** Mispronounce these and be cancelled. [chuckles]

**Griffin:** [spoofing a British accent] It's a Grimy Limey!

**Justin:** Grimy Limey. [chuckles]

**Griffin:** [spoofing a British accent] That Goom needs one Grimy Lime!

**Travis:** Goomy itself—

**Justin:** [laughs] It is! It really—

**Travis:** Goomy might be somethi—like there's people listening somewhere in a different country who are like, "Did he say Goomy?"

**Griffin:** I can't fucking believe—

**Travis:** Oh, no.

**Justin:** Thank you so much for listening to our podcast. It's been called My Brother, My Brother and Me since we started it, and there's just no way to change it elegantly, unfortunately. If there was a tasteful way—

**Travis:** Critics have called it My Brother, My Brother and Me.

**Justin:** Yeah.

**Griffin:** They all agree, it's that one.

**Justin:** I wanted to give a brief plug. We never do this, but our friends, Weird Al and Puddles Pity Party both contributed to our Candle Nights video last year. And I want to say I saw them in Charleston last week, and it was a great show. So you should get out there and see them if you want to laugh and have a great evening of entertainment. They don't need my plug, but here it is. I really enjoyed the hell out of it. [chuckles]

**Travis:** I wanted to make a plug, and we always do this, we have merch over at the McElroy merch store, including the "Make It Stick" sticky notes, designed by Evan Crews. And 10% of all merch proceeds this month will be donated to Lambda Legal, a national organization working to achieve full recognition of the civil rights of LGBTQ+ people, and everyone living with HIV through impact litigation, education, and public policy work.

**Griffin:** I want to do just a quick plug for if you go to [theadventurezonecomic.com](http://theadventurezonecomic.com), you can preorder the last TAZ: Balance graphic novel adaptation, Story and Song. It comes out in one month. We're doing a book release event in Boston. Tickets go on sale—I mean, they're on sale right now, actually, as you are hearing this. And the event is July 16<sup>th</sup>, at 7 PM, at the Shevilyer Theater. And each ticket comes with a signed paperback copy of Story and Song, provided by Brookline Booksmith.

**Justin:** Chevalier.

**Griffin:** What?

**Justin:** I think it's Chevalier.

**Griffin:** Chevalier?

**Justin:** Do you think it's Chevalier?

**Griffin:** Shevilee... shevil... chevalier.

**Justin:** Chevalier.

**Griffin:** I mean, if you—locals know what it—what it means, you know?

**Justin:** [yells out in a country accent] Locals know what it is!

**Travis:** 90s—

**Griffin:** Locals knows know—

**Justin:** [yells out] It's chevalier!

**Griffin:** What it is.

**Travis:** '90s kids 'member.

**Griffin:** Come on down to shevila—the Chevrolet Theater!

**Justin:** [spoofing a country accent] Chevrolet Theater! That's my sponsor!

**Griffin:** I got in a big box of copies of the book yesterday, and it's the heaviest thing in the universe, because this book is so fucking thick with emotion and story and—

**Travis:** And song.

**Griffin:** And song, and art. And I can't fuckin' wait for this book to come out, y'all.

**Justin:** Throw it.

**Griffin:** Thanks to Montaigne for the use of our theme song, "My Life is Better With You." We are associated with Montaigne, and so I'll say if you have the chance to get out to see them in concert, you should do so. I would love to see Montaigne in concert.

**Justin:** Me too.

**Griffin:** Montaigne, come to—

**Justin:** Travis—

**Griffin:** Just the cities—

**Justin:** Do it.

**Griffin:** Where we live. And—

**Travis:** Yeah, I'm gonna throw our book.

**Griffin:** Oh, shit, yeah!

**Travis:** Look at this beefy guy. Look at that.

**Griffin:** Yeah, you're—I see you're about one third of the way into it. You're gonna—you're gonna lose your place, man.

**Travis:** That's okay, I remember what happened.

**Justin:** I'll just say this. If I'd known how good the last one was, I would have tried harder on the first ones.

**Griffin:** Yeah. Here we go!

[thud]

**Justin:** [chortles]

**Griffin:** That was good, dude.

**Justin:** That looked like you were welcoming the book as a guest to our podcast and just got here late. [chuckles]

**Travis:** What you didn't see too, I don't know if it played, but I clipped my monitor too as I threw it—

**Griffin:** No? Awesome.

**Travis:** So it got some extra spin.

**Griffin:** It did have a rotation that's sick, dude.

**Justin:** Yeah.

**Travis:** It got some extra spin.

**Justin:** My name is Justin McElroy.

**Travis:** And it still works!

**Griffin:** [chuckles]

**Justin:** [chuckles] 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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