

CHEESE PUFF SCIENCE CLUB



December 7th, 2013. Project AB1113

Cheese Puff Science Club was an objective, scientific taste test of 10 varieties of commercially available cheese puff conducted at the “Between the Tar and the Swamp” house party on December 7th, 2013. Intended to determine once and for all how the cheese puffs stack up, the experiment was conducted as a blind test - puffs were removed from their bags and charged into custom, kraft-paper origami bowls made specifically for the purpose and arranged in order by hue, their most obvious characteristic. Participants, of whom 21 completed score cards more or less soberly, were given the following instructions:

It is your task to evaluate the cheese puff with objectivity as to its overall deliciousness and satisfaction level. Have you considered such attributes as mouth feel? extent of orange finger dust? complexity? in-mouth dissolving rate? complexion? what does the shape of the puff resemble? saturated fat level? poshness?

harmony? sweetness? scraping of the roof of the mouth? diagrammatic clarity? punness? relevance? fruitiness? eloquence?

Participants were also presented an objective reference scale of values from 1 to 10 by which they might calibrate their scoring apparatus:

Objective reference deliciousness scale from 1-10:

- 1 apple*
- 2 raisins*
- 3 banana*
- 4 watermelon, wedge*
- 5 cantaloupe, melon ball form*
- 6 raspberry*
- 7 cherry*
- 8 clementine, peeled*
- 9 pineapple, cube form*
- 10 pineapple, grilled*

Special thanks are due to Kyle Pfister, from whom the Science Club idea was lifted.



THE RANKINGS

<i>PUFF</i>	<i>AVERAGE</i>	<i>RANK</i>
<i>Cheetos Puffs</i>	<i>6.64</i>	<i>1</i>
<i>Meiji Karl Cheese Flavor</i>	<i>5.81</i>	<i>2</i>
<i>Brim's Cheese Puffs</i>	<i>5.8</i>	<i>3</i>
<i>Granny Goose Cheese Puffs</i>	<i>5.67</i>	<i>4</i>
<i>Rite-Aid Simplify Cheese Puffs</i>	<i>5.46</i>	<i>5</i>
<i>Pirate's Booty</i>	<i>4.82</i>	<i>6</i>
<i>Si Senor Mucho Cheese</i>	<i>4.8</i>	<i>7</i>
<i>Trader Joe's Reduced Fat Cheese Puffs</i>	<i>4.5</i>	<i>8</i>
<i>Chester's Puffcorn</i>	<i>4</i>	<i>9</i>
<i>Chiz Curls</i>	<i>3.88</i>	<i>10</i>

CHEESE PUFF NO. 1

“Pirate’s Booty”

This white-cheddar *nouveau* puff was purchased at Trader Joe’s. All the rage when first launched a few years ago, the Pirate’s Booty nevertheless finished a weak sixth place despite the adoration of four individuals who rated it 9 or 10 on our fruity scale from 1 to 10.

10	9	1	0	3	4	3
1	7	6	4	4	10	3
1	7	9				

AVERAGE: 4.823529412

(6th out of 10)

Tasting notes:

popcorn; made tasting all the others better; bland; light - lacking heft; acceptable; a little bland, not enough cheese; light, crisp; nugget goodness; soggy, low saturated fat; light, crisp; no; got to be white cheese!



CHEESE PUFF NO. 2

“Meiji Karl Cheese Flavor”

Definitely the most polarizing cheese puff in the bunch, the Japanese entry - purchased at Mitsuwa Market - inspired both love and hate in the form of three scores of perfect 10, balanced by three 1s and a 0. The unusual sweetness of this puff created an impact; two evaluators found its flavor to be fruity.

8	5	4	0	8	1	1
6	8	9	5	1	10	10
7	10					

AVERAGE: 5.8125

(2nd out of 10)



Tasting notes:

sweet cheese carls; cheesiest most flavourful & the best overall; orange curl more flavorful; this tastes like my friend's chiweenie barfed in my mouth & she licks turds - the chiweenie, not my friend; brasen favorite but gets stuck in teeth; cheese carl? sweet & gross, no cheese; semi nugget; spicy, doesn't dissolve easily; artificial powdery; terrible; pineapple



CHEESE PUFF NO. 3

“Trader Joe’s Reduced Fat Cheese Puffs”

Perhaps 8th out of 10 is not such a bad score for a cheese puff whose most prominent attribute is that its fat is reduced; undoubtedly testers would have given it higher marks had they known this critical fact, but a blind test levels the playing field and crushes the losers without mercy.

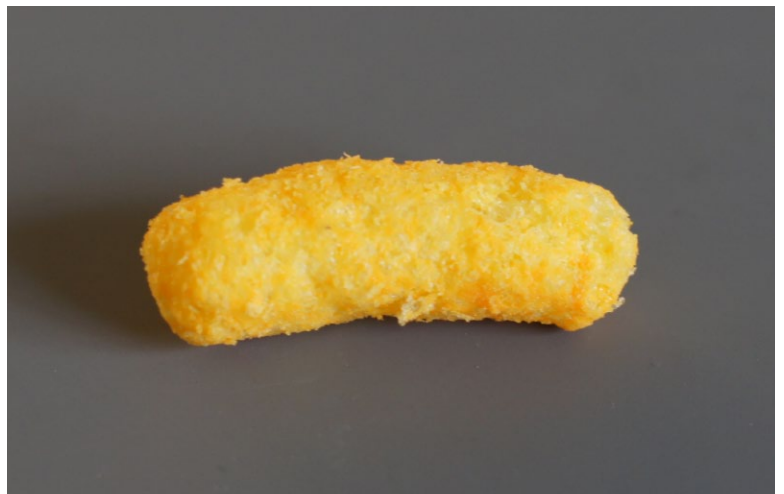
6	2	5	5	5	3	4
5	3	3	6	9	3	3
8	2					

AVERAGE: 4.5

(8th out of 10)

Tasting notes:

similar to #7, despite color difference;
white cheddar -> not so good overall; not
as flavorful; good crunch; crisp, mealy;
crunchy; cheesy; plain but crunchy



CHEESE PUFF NO. 4

“Chiz Curls”

This snack from the Philippines, purchased at the Hong Kong Supermarket in Monrovia, came in last place by a wide margin. Much smaller than the competition and featuring an unusual texture, flavor, and name, the Chiz Curl is the only one of the ten that I personally will avoid eating again. A few individuals nevertheless gave it high marks.

7	1	2	0	3	2	1
10	3	1	5	7	8	5
2	3	6				

AVERAGE: 3.882352941

(10th out of 10)



Tasting notes:

wet texture; way too chewy & too small; too soft, lacks flavor; clammy, tastes like little boy dick; made of rice; corn taste, not too cheesy; stale; taste like Japanese style cheese puff - sweet undertone



CHEESE PUFF NO. 5

“Chester’s Puffcorn”

Chester’s Puffcorn seems to be a low-priced, orange knockoff of Pirate’s Booty. This unpopular choice lost due to a poor texture, although undoubtedly these Booty types of products that go stale relatively quickly suffered the most from sitting out in an open bowl for an hour.

3	4	5	2	3	5	4
3	2	6	5	4	4	5
5						

AVERAGE: 4

(9th out of 10)

Tasting notes:

interesting; soft crunch, buttery cheese; weird shaped & soft; not as puffy; good cheese after-taste; stale but strong cheese; cheesy; stale; soggy



CHEESE PUFF NO. 6

“Granny Goose Cheese Puffs”

Granny Goose, purchased at the 99-Cents Only store, is the local hero, made right here in the Southland by “Snak King.” Despite Garrett’s vocal support of this puff as the perfect puff, he failed to sway popular opinion and it scored 4th - still, a solid finish for a 99-cent bag of puffs. The bag features the most attractive color scheme.

1	6	5	8	4	8	6
6	10	8	4	5	6	7
1						

AVERAGE: 5.666666667

(4th out of 10)

Tasting notes:

my favorite! perfect puff; less cheese; crunchiest & really cheesy; nice crunch; good crunch - strange aftertaste; good cheese good crunch; mixed extrusions; crunchy, cheesy; decent; milky



CHEESE PUFF NO. 7

“Brim’s Cheese Puffs”

Purchased at Dollar Tree for only a single dollar, Brim’s appears to be a brand from Tennessee that caters typically to a local market, but was picked up on the cheap by Dollar Tree and brought to us here. The back of the bag features a Biblical verse. The tasting notes differ about how cheesy this product tastes. With a strong finish in third place but priced so affordably, Brim’s is the value-engineering solution among tested cheese puffs.

2	8	5	6	2	6	7
4	8	7	3	4	7	10
8						

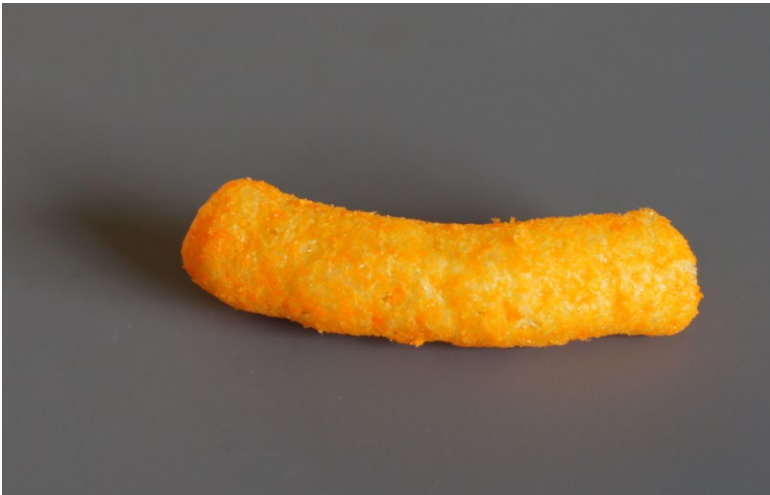
AVERAGE: 5.8

(3rd out of 10)



Tasting notes:

light with super crunch; a lot of cheese;
solid - not enough cheese; good crunch,
weaker cheese; cheesy, dissolves; fishy;
plain



CHEESE PUFF NO. 8

“Rite-Aid Simplify Cheese Puffs”

Rite-Aid’s “Simplify” cheese puff put in a solid showing for a generic product, coming in fifth place; this is a thoroughly average, inoffensive product. A good choice for the bargain hunter lacking access to the 99-cent store.

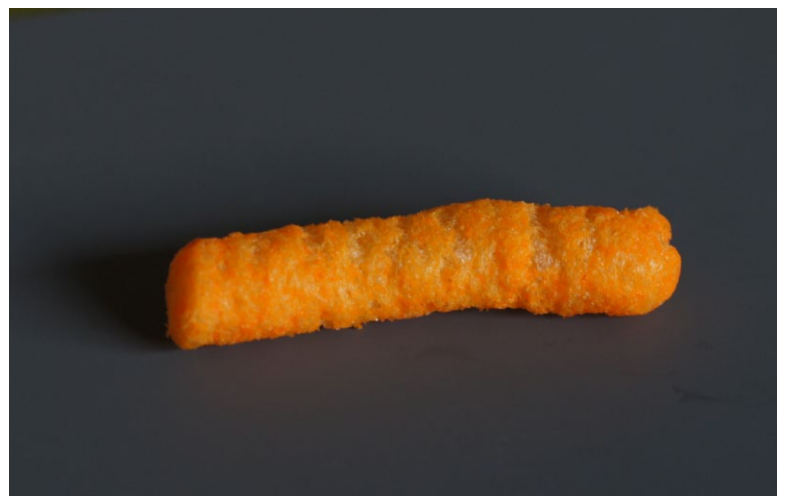
5	7	5	6	5	3	6
4	1	7	5	6	5	8
9						

AVERAGE: 5.466666667

(5th out of 10)

Tasting notes:

OK; lighter crunch; no leftover cheese on hand; not crunchy; weak; tastes like the traditional; nice aftertaste; spicy sharp



CHEESE PUFF NO. 9

“Si Señor Mucho Cheese”

Mexico’s entry in the taste test, purchased at Superior Grocers, demonstrates overwhelming superiority when it comes to delivering cheese puffs shaped like penises. On the other hand, the texture disappointed most participants, judging by the tasting notes.

9	5	5	2	3	4	3
4	6	4	2	10	8	3
4						

AVERAGE: 4.8

(7th out of 10)

Tasting notes:

squishy, light; its shape earned its points; styrofoamy; good cheese, lacks crunch; shaped like ginger root, bland; soft; not so crunchy



CHEESE PUFF NO. 10

“Cheetos Puffs”

In a blind taste test, Frito-Lay’s premier cheese puff entry landed on top by a wide margin, demonstrating the salted-snack prowess that landed Frito-Lay at the top of the junk food dungheap. It is a little disappointing to see the overdog win, but also somewhat satisfying to think that the mainstream got this one right.

4	4	6	5	10	9	8
2	8	9	7	8	7	10
9	4	3				

AVERAGE: 6.647058824

(1st out of 10)

Tasting notes:

salty... domestic; strong; my idea of a classic cheese puff; gooey; good crunch + cheese; objectively superior; really good; salty, cheesy; cheesy cheetos; sow

