



LEFT: The Batter Blaster Airstream opens its door to pancake lovers at the Taste of Minnesota, 2008. **ABOVE:** Batter Blaster reps Brian O'Connor (standing) and Kevin Pulaski get ready to hit the road with their syrupy Airstream Ambassador.

Pancakes To Go

By Tom Bentley

If you happened to have been passed by a brightly bannered orange Airstream on the road last year, you might have felt a rumble in your stomach. You wouldn't have been alone: there's something about the sight of trailer adorned with giant plates heaped high with golden-brown pancakes dripping with sweet butter and syrup that could turn the heads—and appetites—of the most stalwart road warriors. Considering that the hotcake hotel toured 20,000 miles across the country (and up and down its coasts) promoting Batter Blaster's novel pancakes-in-a-can product, that's a whole lot of rumbling bellies.

But that's what the Batter Blaster folks had in mind when it used a late 70's Airstream Ambassador for its promo jaunt, because it has the solution to that bellyaching: Batter Blaster is a USDA-certified organic pancake and waffle batter in a whipped-cream style can. Just the kind of thing for the kitchen on the go (or a kitchen that literally goes with you).

According to Sean O'Connor, owner of Batter Blaster, "The quirky, retro look of the Airstream trailer matched perfectly with the unusual and innovative nature of our product, not to mention the retro-futuristic branding we use on all our marketing materials, including the can. And the colors were very eye-catching, especially in high people-traffic event areas."

The Batter Blaster team took the trailer to a variety of venues, from Taste of Minnesota to Taste of Chicago to NASCAR races, marathon races and many more,

demonstrating the tasty flapjacks for happy tasters. The trailer kitchen wasn't used for the cake cooking; the company cooked on griddles just outside the trailer, under company-branded tents. "The Airstream was a bright and attractive visual complement to our product demonstrations," says O'Connor.

O'Connor received reports from all around the country from friends, family and sightseers who spotted the Airstream at events and on the road. As he says, "It was clearly noticeable—you couldn't not notice it." The company used a 2006 Ford Expedition to tow the trailer, and the promotional team slept in the trailer during the duration of the tour. They did have a glitch or two related to the trailer's age: the door that held the trailer battery in place flew off on a Wisconsin highway, and the battery shot out with it. Fortunately, that incident didn't result in anything more than astonishment for the crew, who saw the battery fly by.

The product, available in most major retailers nationwide, is proving to be very popular, with many a testimonial from happy pancake eaters everywhere. It's been profiled on the Food Network, CNN, CBS Sunday Morning, and in kitchens across the country. We like to think that the Airstream tour had a hand in that popularity, and Sean O'Connor chimes in too: "Our mission was to get a lot of pancakes in a lot of mouths, and this offered a unique and visually powerful way to do so."

Pancakes—and pretty good ones—in a can. It won't only be Airstream kitchens latching on to this idea. ●●●

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