Pumpkin spice has had a nice run. First introduced by McCormick in 1934 as a seasoning blend to flavor pies, Starbucks took the bold step of introducing the flavor in non-pie form with the Pumpkin Spice Latte in 2003. Since then, Starbucks has sold roughly 424 million pumpkin coffees and I haven’t purchased one. This is partly because as a journalist I drink coffee that tastes like coffee (black) and partly because a latte and the only Italian influence I get when I write with caffeine from the fine people at Chef Boyardee.

Not to let a good thing simply be a good thing. I propose we not only embrace companies that produce products for the American public has offered pumpkin or pumpkin-spice flavored everything. Such as pecan pumpkin spice candy canes, pumpkin-spice candy corn, pumpkin-spice bagels, organic frosted pumpkin toaster pastries, pumpkin-spice lattes, M&Ms, 5W 30 synthetic pumpkin-spice motor oil, and maybe the most egregious, pumpkin-spice Peeps. If there ever were a product that didn’t need to exist, it would be the Peep. Sorry, Just Born candy company, but this marshmallow chicken confection is an affront to science, nature and the church. However, there is a fall food problem besides Peeps. With the popularity of pumpkin spice, I’m concerned other traditional fall flavors like apple and cinnamon are getting left behind. The public gradually stops talking about something and suddenly no one remembers. But they do. People remember flavors, folks. Do you remember the flavor of Mr. T cereal? That’s what I thought.

So, I propose we not only embrace pumpkin spice, we take time out of our busy schedule to honor other fall flavors like hot chocolate, apple, caramel, pear and VapoRub before they’re forgotten.

Jason’s Fall Foods That Should Exist
• Hazelnut and Pinecone Grape-Nuts
• Twining’s Fall Colors Fall-Leaf Tea
• Starbucks Hayride Frappuccino
• Maple-Feat-Mendol Coke
• Kellogg’s Cranberry Sauce and Turkey Gray Pop Tarts
• Wet Dog and Ginger Chai
• Vicks Cold & Flu Scand Grits
• Butterball Squads Rice Krispies Treats
• Armour Chili con Candy Corn
• Green Bean Casserole Jolly Ranchers
• Hershey’s S’t More Almond Pralines
• Ozarka Rain-Flavored Water
• Ben and Jerry’s Roasted Marshmallow Popsicle
• Starbucks Spice Latte in 2003.

It’s up to us to protect our endangered tastes. Not to let a good thing simply be a good thing. I propose we not only embrace pumpkin spice, we take time out of our busy schedule to honor other fall flavors like hot chocolate, apple, caramel, pear and VapoRub before they’re forgotten.