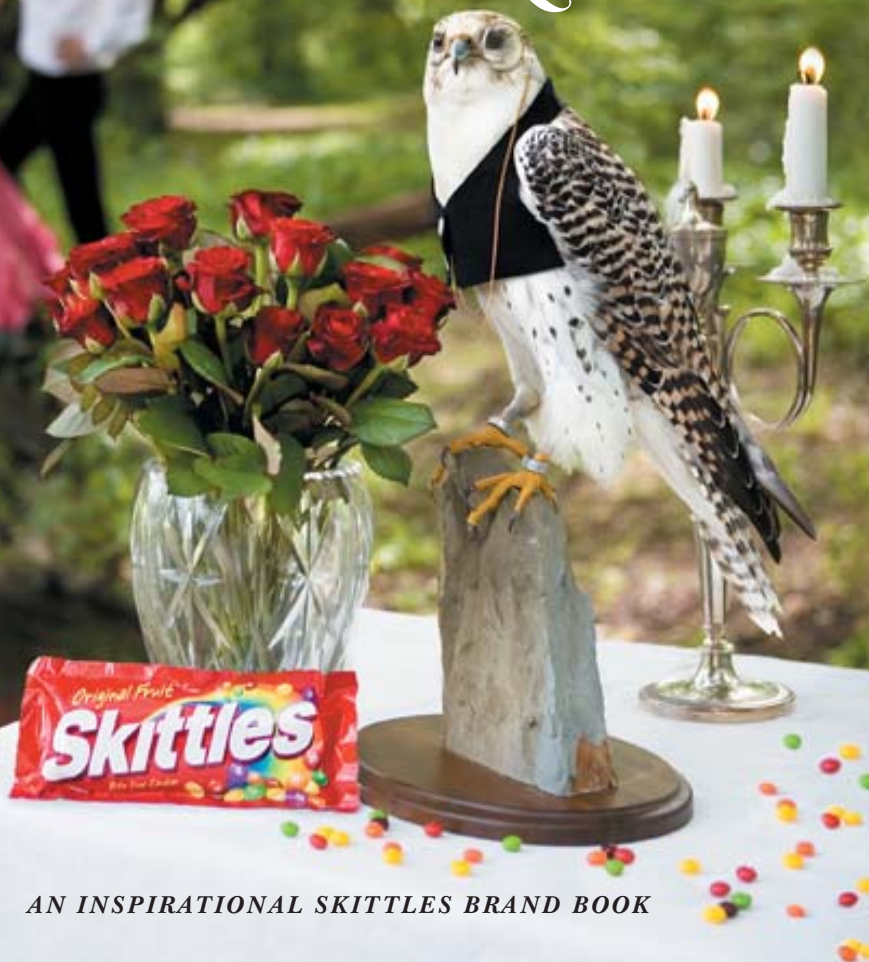
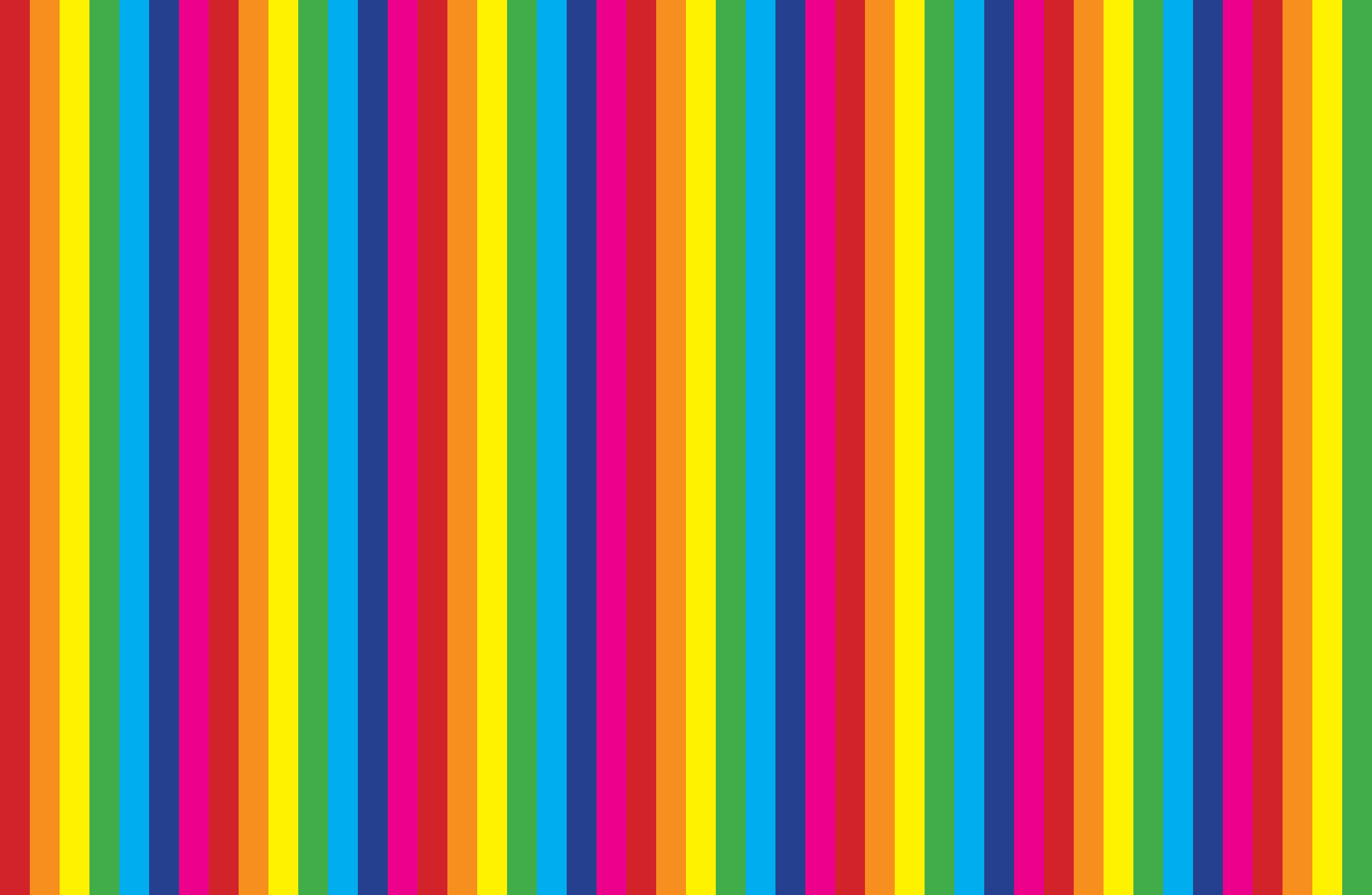


# *The Falcon Who Taught Me to Love*



AN INSPIRATIONAL SKITTLES BRAND BOOK





**DEDICATED TO**

**THE  
MIGHTY  
MINK**

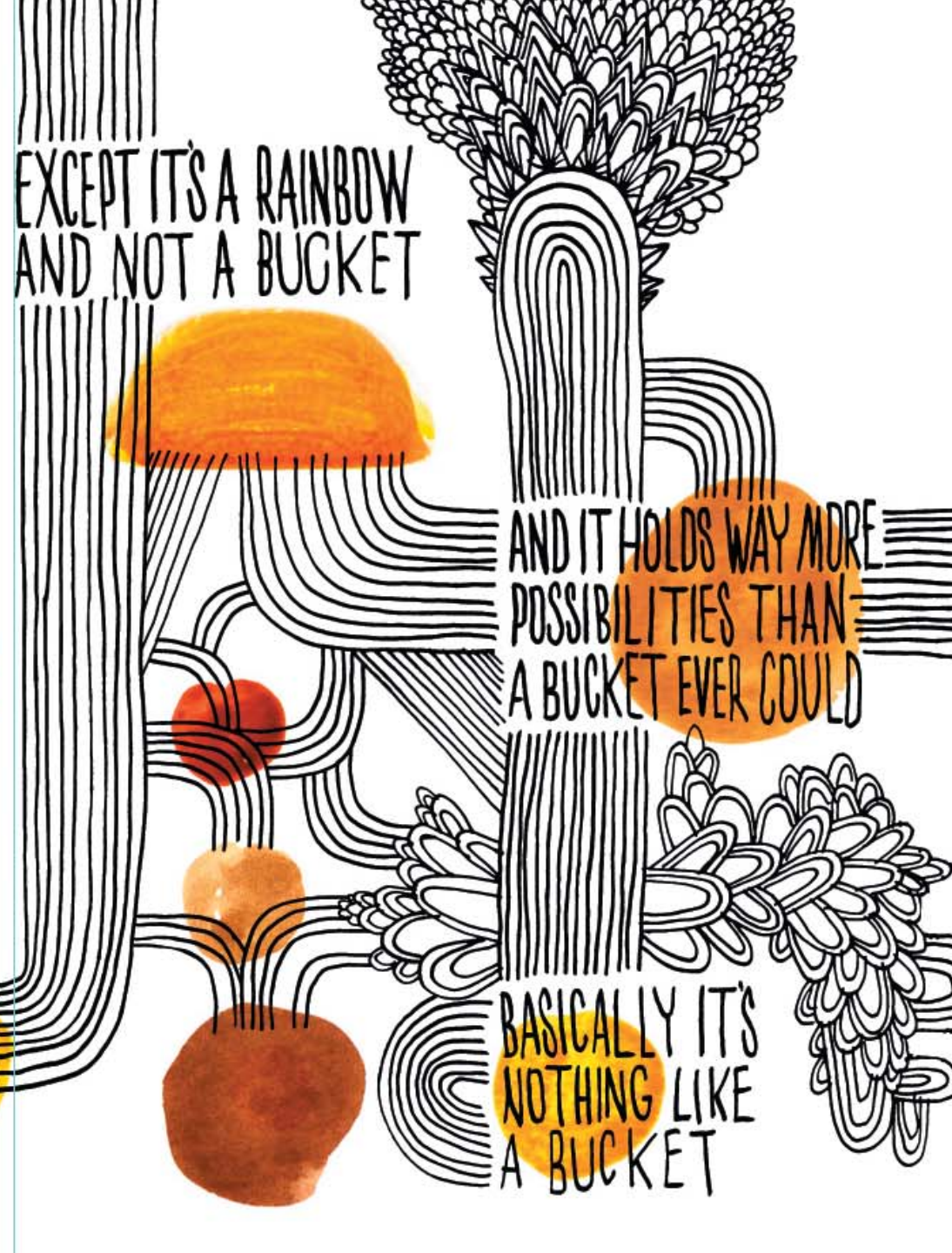
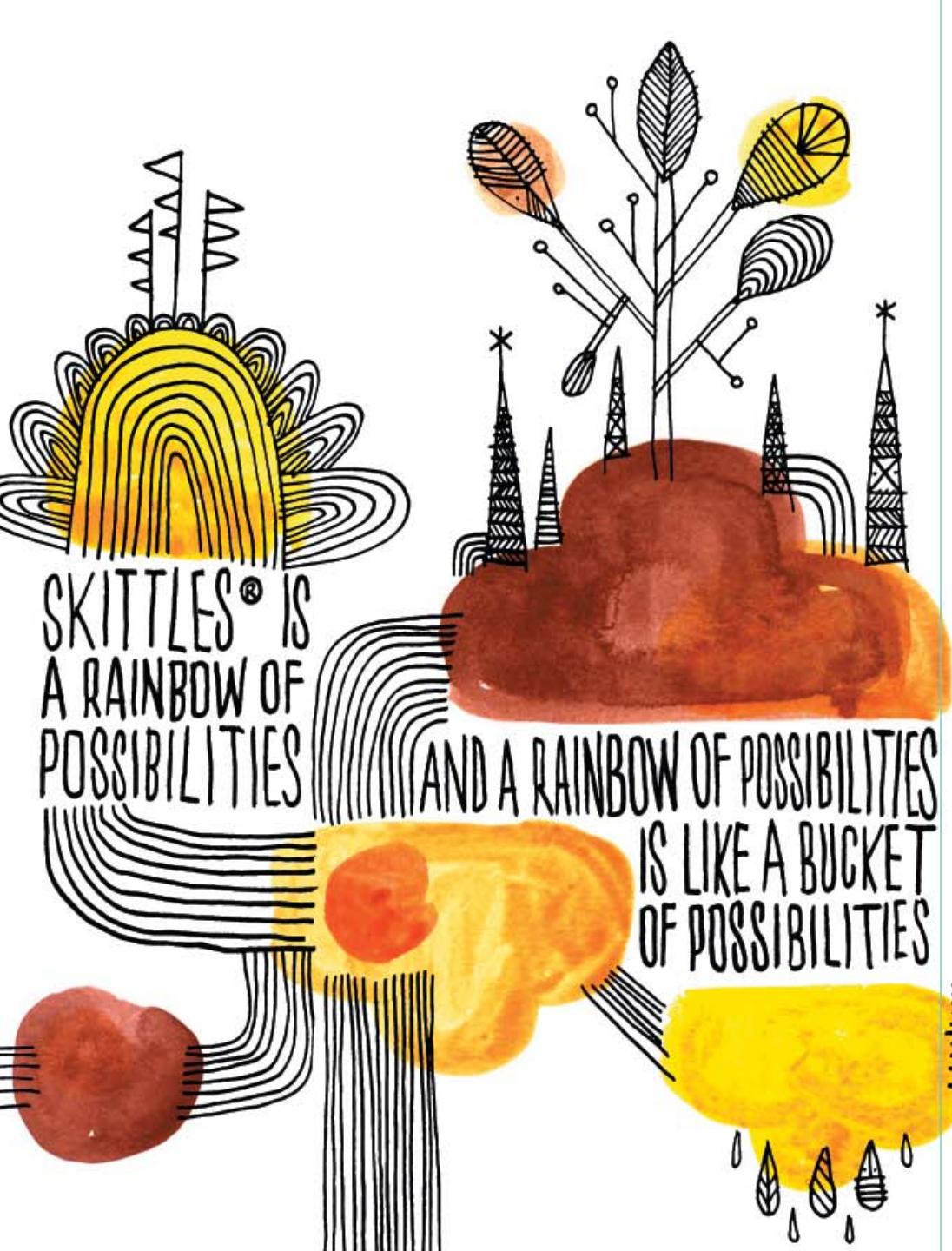
**TENACIOUS, UNWAVERING,  
YET EXTREMELY SUPPLE**

**IF YOU FILLED ALL  
THE WORLD'S MARACAS  
WITH SKITTLES,  
NO ONE WOULD EVER KNOW.**



**HEAR THE RAINBOW. TASTE THE RAINBOW.**







...for example,  
if we wanted  
to call page 22  
of this book  
“page plastic  
cup,” we could.

If we wanted  
to print the  
next page  
upside down,  
we could.



You thought we were going  
to print it upside down,  
but then—WHAM!!—  
we decided to print it  
diagonally. And shoot  
it in Paris. Ha ha ha.  
This is Skittles®



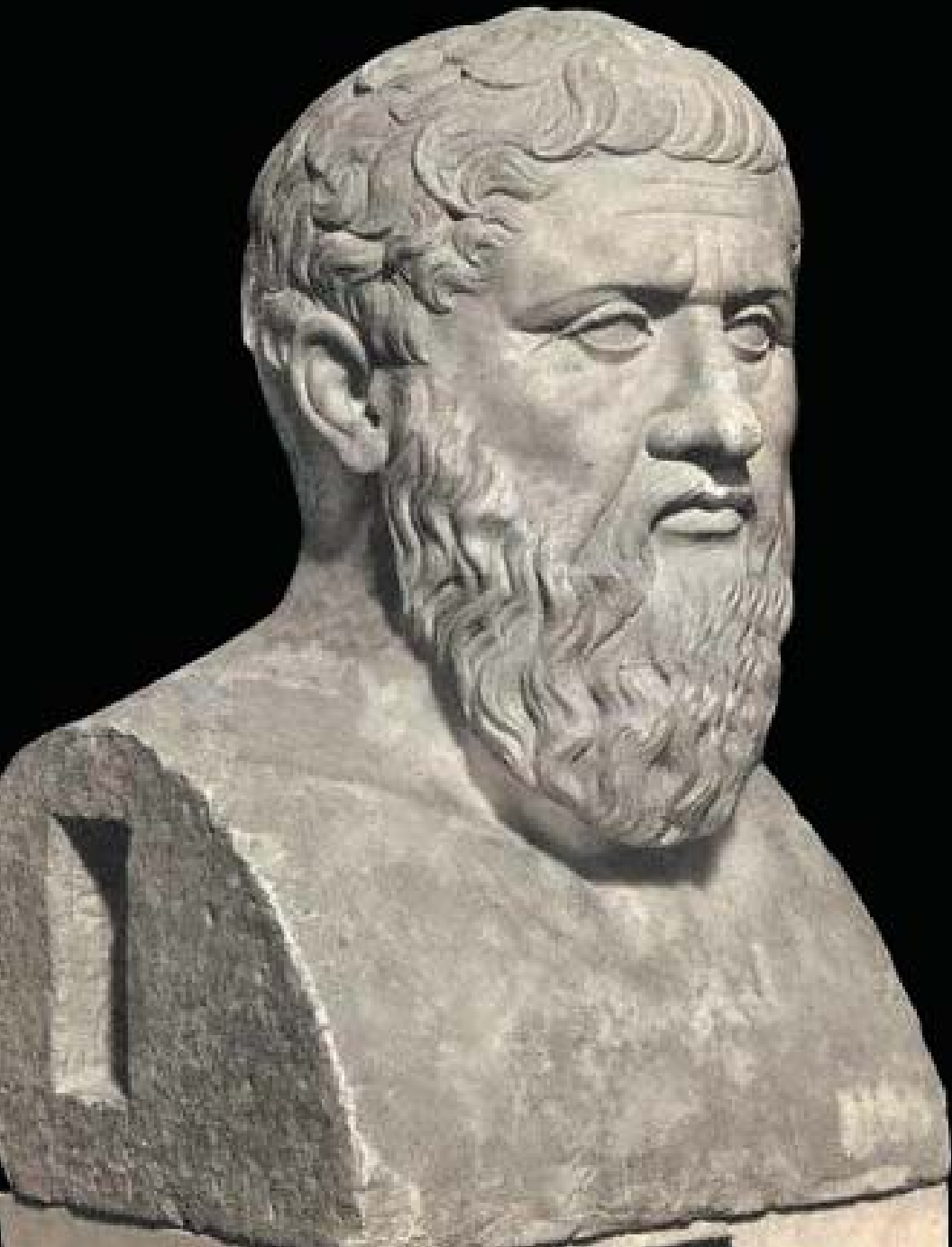


**IF PEOPLE'S FISTS WERE  
MADE OUT OF SOUR SKITTLES,  
BEING HIT IN THE MOUTH  
WOULD BE DELICIOUS.**



**FEEL THE RAINBOW. TASTE THE RAINBOW.**





“I think Skittles are delicious. But what do I know?”

— *Plato*

**TAKE ALL FIVE FLAVORS  
ON A MOUTH DATE  
AND FIND OUT WHICH ONE  
YOU LIKE BEST.**



**INFLATE THE RAINBOW. TASTE THE RAINBOW.**





Welcome to page 16!

And page 17!

I smell cheese.

No, you don't.



**EITHER LOVE YOUR TONGUE  
ENOUGH TO GIVE IT SKITTLES  
OR GET RID OF IT ALTOGETHER.**



**LOVE THE RAINBOW. TASTE THE RAINBOW.**





IT'S  
PROBABLY  
RIGHT.

IT'S A LITTLE WRONG,  
BUT IT'S A LITTLE RIGHT.



Skittles® is like a newborn baby  
The possibilities are endless.  
The baby could grow up to be a professional ice sculptor,  
a window washer, or even just a really large baby.  
With Skittles®, the possibilities are also endless.  
You can eat them, kick them, shake them,  
catapult them, bury them or trade them in for a monkey.  
Try that with a newborn baby.





**WE MADE SKITTLES  
TASTE LIKE FRUIT SMOOTHIES.  
IT'S CALLED MAGIC.  
LOOK IT UP.**



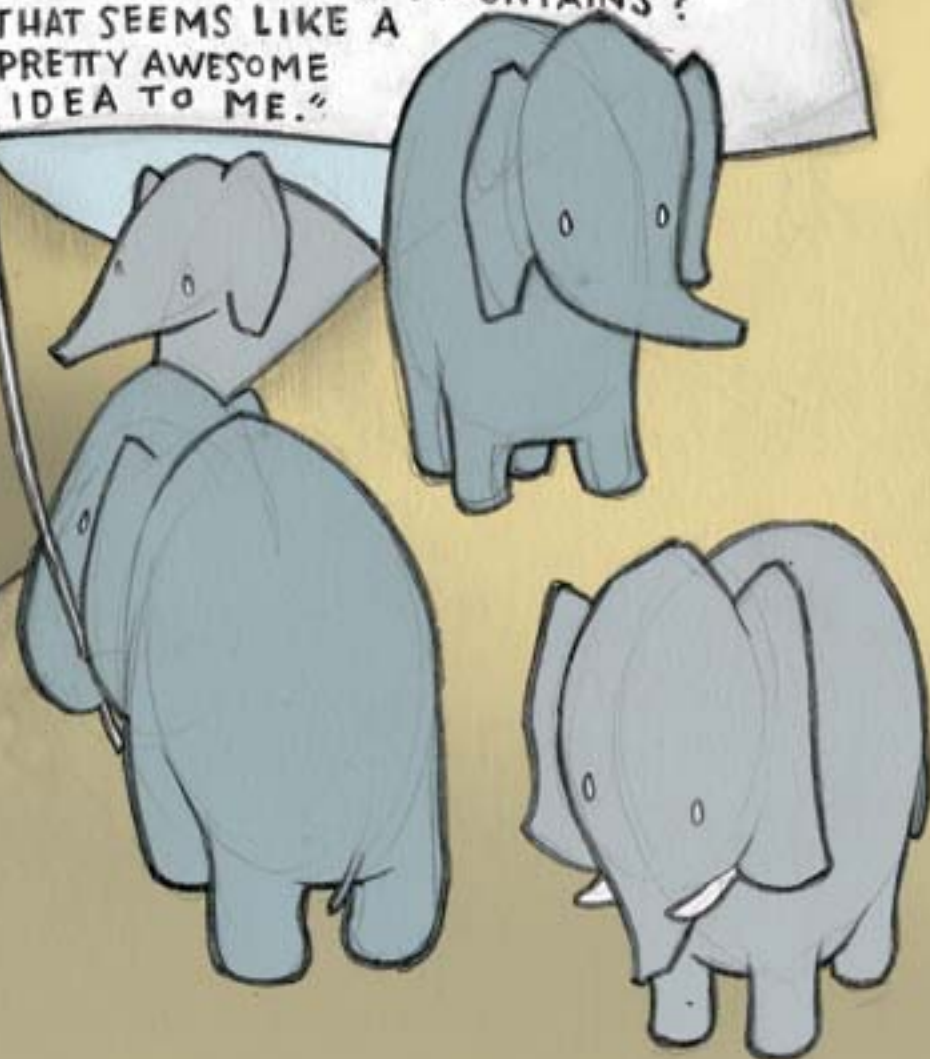
**BLEND THE RAINBOW. TASTE THE RAINBOW.**

THIS IS HANNIBAL.  
AND THESE ARE HIS ELEPHANTS.  
ONE DAY IN 219 B.C., HANNIBAL GOT AN IDEA.  
"WHY NOT LEAD 34 ELEPHANTS THROUGH  
THE GIGANTIC ALPS MOUNTAINS?  
THAT SEEMS LIKE A  
PRETTY AWESOME  
IDEA TO ME."



ALL OF HIS FRIENDS SAID,  
"THAT DOESN'T MAKE ANY SENSE."  
BUT HANNIBAL SAID,  
"FORGET YOU GUYS,"  
AND TOOK HIS ELEPHANTS  
THROUGH THE GIGANTIC  
ALPS MOUNTAINS.

YOU KNOW WHO  
WOULD'VE BEEN A BIG  
SKITTLES® EATER?  
HANNIBAL.







**ENJOY YOUR MIND NOW,  
BECAUSE AFTER YOU TASTE  
XTREME FRUIT GUM  
IT WILL BE BLOWN.**



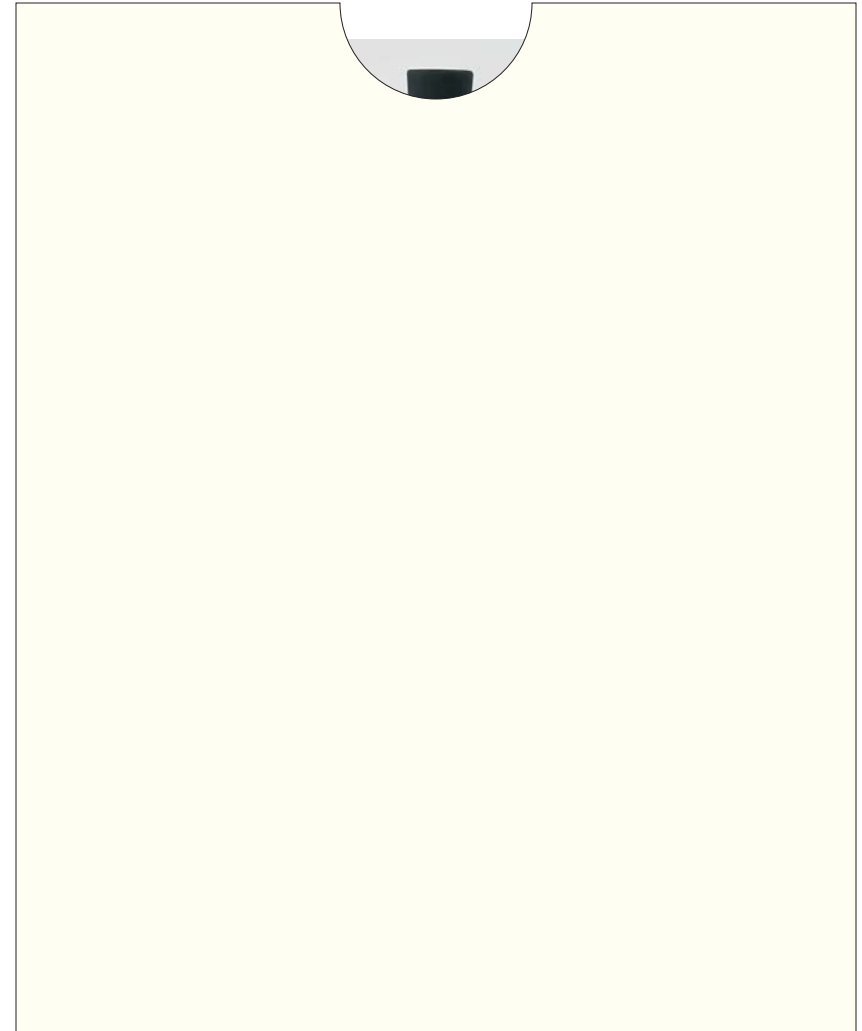
**EXPLODE THE RAINBOW. TASTE THE RAINBOW.**



**THE AVERAGE SKITTLES® CONSUMER  
(OR ASC):**

- Is 12-17 years of age
- Owns an exotic pet, such as an iguana
- Loves playing sports like basketball
- Wishes he/she could fly
- Dreams of someday being a rock star,  
astronaut or possibly some kind of knight
- Fears long-limbed animals, such as giraffes
- Likes listening to music
- Enjoys skateboarding and rollerblading  
in his/her free time
- Wears large hats and other popular clothing
- Is very school-spirited

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**THIS IS THE AVERAGE SKITTLES® CONSUMER  
(ASC):**





**THE OFFICIAL SPONSOR  
OF AWESOMENESS.**



**ENDORSE THE RAINBOW. TASTE THE RAINBOW.**

