

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[Excuse Me, There's Some Ketchup on Your Miracle Whip Bottle](#)

Posted on June 10, 2011 by [Dan Kelly](#)

Today, another chapter of [AlphaWatch](#). I saw an arresting display of [Miracle Whip](#) dressing at my local grocery store a couple of weeks ago. Certain members of my household cannot stand the stuff, so we don't generally buy it, and I had been blissfully unaware of the most recent label:



I will grudgingly grant that the arrangement of the "MW" is clever insofar as it reads the same upside down as right side up, which is handy for a product package that might readily be placed in either orientation. Even so, my first impression of the design is that it looks like a big squirt of ketchup on a piece of bread. I'm not sure that this is the most effective way to promote a non-ketchup condiment brand at the point of purchase.

On the other hand, the [miraclewhip.com](#) domain name redirects to a YouTube fan site fanning the flames of the debate between those who love Miracle Whip and those who detest it. That's one way to turn a negative into a positive.

