

APRIL FOOLS' DAY GREETINGS

04.01.2026 By [William M. Borchard](#)

Companies have a long history of taking a humorous approach to advertising for April Fools' Day. The following selection of announcements of imaginary products and services came from the companies themselves.

1. Bacon-Scented Air Filter



DiscountFilters.com advertised its **bacon-scented air filter**. “Who needs ‘fresh mountain breeze’ when you can inhale the mouthwatering scent of bacon with every breath?”

“With ‘OINKredible™ Technology!’ ‘Infused with 100% Grade-A hog-wash, our patented BaconBreeze™ filtration system turns stale air into a porky paradise.’”

2. Chocolate Bread from REESE'S



“Whether you're planning a picnic, enjoying a sweet treat after dinner, or packing your lunch for the next day, Reese's Chocolate Bread is the snack you've been missing. You truly cannot go wrong in enjoying something so uniquely tasty from Reese's.”

“Reese's making its name in the sandwich world might seem a little bit weird. However, peanut butter and jelly are a classic combination, as are peanut butter and chocolate. Add Reese's into the conversation, and it's an entirely different ballgame.”

3. Quiet candy bar from CRUNCH



The Crunch Bar, manufactured by Nestlé, announced its quietest bar ever made with boiled white rice for 75% less noise. “There’s a lot going on in the world. We don’t always hear you because our CRUNCH is so loud.”

4. Concert of cell phone ringtones



Royal Albert Hall announced the launch of an Immersive Nokia 3310 concert consisting of performances of classic ringtones and alarms by the Royal Philharmonic Orchestra, with a special performance by organist Anna Lapwood.

Ms. Lapwood said, "I'm used to having all the levers, stops, and 9,999 pipes at my disposal, so to go from the Hall's grand organ to a monophonic bit-crushed sound and just the numbers 1 to 9 to play with, I'm going to be really outside my comfort zone."

5. Grass computer keyboard



Yahoo announced the launch of its groundbreaking innovation of grassroots technology, the Yahoo Agricultural Interface.

"We invite you to 'touch grass' from the comfort of your keyboard. With 87 hand placed tufts of turf, you can experience the great outdoors, and stay grounded, even at your desk."

These companies are admirable for their creativity and humor. Although Cowan, Liebowitz & Latman's practice is rooted in reality and practicality, we like to add creativity and humor in representing our clients, when appropriate.

