

Honey Maid Turns Ad Backlash into Love

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ABC News

Graham cracker maker [Honey Maid](#) [1]'s television ad featuring biracial and gay families has received more than 5 million views — and a lot of negative feedback. Honey Maid has responded with a second ad in which hate messages are transformed into the word "love."

[ABC US News](#) [2] | [ABC Business News](#) [3]

Source URL (retrieved on 01/25/2015 - 9:59am):

<http://www.foodmanufacturing.com/videos/2014/04/honey-maid-turns-ad-backlash-love>

Links:

[1] <https://twitter.com/HoneyMaidSnacks>

[2] <http://abcnews.go.com/us>

[3] <http://abcnews.go.com/business>