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## 'Kung Fu Panda 2' Marketing Tries to Get Kids to Like Tofu, Will Probably Fail

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There's no end to the ingenuity of marketers when it comes to tying in with Hollywood.

DreamWorks and House Foods America, which markets tofu, have teamed to promote the studio's upcoming '[Kung Fu Panda: The Kaboom of Doom](#)' by packaging 8 million units of tofu with the image of series hero Po.

The reasoning, according to [Movieline](#): "Since a love for food is one of Po's dominant character traits, he might as well endorse healthy eating and, secondly, the 'Kung Fu Panda' franchise was created from cultural influences that originated in the East, just like tofu."



"By positioning tofu as a nutritious, powerful food that keeps warriors such as Po and the Furious Five kung fu ready for any adventure that comes their way, we hope families and kids nationwide discover tofu's potential as a superfood," said House Foods America marketing supervisor Yoko Diffrancia in a press release.

Whether American kids will forgo Happy Meals with 'Kung Fu Panda 2' action figures (McDonald's is also a partner with the film) for tofu is another matter altogether.

The film opens May 27.