The Most Disappointing Toy Ever?
Chuck E. Cheese’s® EZ-2 Make!™ Pizza Maker

Remember the Easy Bake oven? Meet the Fake Bake oven. At first glance it resembles the classic Easy Bake, but the Chuck E. Cheese’s® EZ-2 Make!™ Pizza Maker doesn’t even have a heating element; it’s just a cheap plastic shell. The cooking, such as it is, is done in your microwave.

First, water is added to the contents of a dough packet, pressed into shape, and microwaved. The included “sauce packets” aren’t full of sauce; they’re filled with a powder, whose top four ingredients are maltodextrin, anhydrous dextrose, sugar, and salt. To make the sauce you add that powder to your own ketchup (!), not included.

Once the microwaved dough is sauced, your increasingly disappointed child is to open the cheese packet. Cheese shows up in third place in the ingredients list for this packet, behind maltodextrin (again!) and dextrose (not anhydrous this time). Once that mixture is applied it’s back to the microwave for 15 seconds. We assume, but don’t know for sure, that the resulting pizza is meant to evoke the pizza sold at Chuck E Cheese’s. And if little Johnny or Suzy doesn’t have tears running down his or her face at this point, it’s time to eat. Or not.

CSPI objects to junk-food marketing disguised as toys. They promote unhealthy eating habits at a time of record-high obesity rates. Junk-food toys particularly take advantage of the fact that young children can’t understand the persuasive intent of advertising. Toys like the Barbie McDonald’s Fun Time Drive-Thru Playset and the Chuck E. Cheese’s® EZ-2 Make!™ Pizza Maker are designed to embed corporate brand names onto developing young brains.

The Chuck E. Cheese’s® EZ-2 Make!™ Pizza Maker will set you back $19.99 on its glide path to the landfill.