



THE RUBY CYCLE



The humid air of Green Cove Springs was thick with the scent of sulfur from the springs and the

sugary tang of ruby chocolate. Maggie P, the "Queen of Culinary Disruption", adjusted her goggles. She sat perched five feet in the air atop a gleaming penny farthing bicycle, her tweed knickerbockers a sharp contrast to the high-tech AI fractal-thread "Maggie P" embroidered on her vest. "Josh! Are the Sprockets secure?" Maggie shouted down to her Director of Marketing, Josh Nosh as she wobbled past.

Josh Nosh, a man whose ambition was frequently undermined by his own nervousness, was frantically bungee-cording crates of "Ruby Sprockets" to a trailing rickshaw. "Theoretically, Maggie! But I'm worried about the aerodynamics of a chocolate-dipped biscuit in this Florida heat!"

Maggie ignored him. She was channeling the same "iconoclast" energy that had turned her family's humble Green Cove origins into a global empire. "Eight years ago, we gave them 'Mamolia' hearts. This year, The Ruby Revolution!"

Standing at the ribbon-cutting line was Mayor McGillicuddy. The Mayor, a man who seemed to be held together by starch and local tradition, peered through his spectacles at Maggie's towering bicycle.

"Now see here, Margaret," the Mayor doddered, leaning heavily on his cane. "In my day, these high-wheels were for young men with sturdy collarbones. Are you quite sure this is... municipal-grade safety?"

"Mayor, it's a revival!" Maggie proclaimed. "Green Cove is the new Brussels of the South! Check the tartness!"

With a celebratory shove, Maggie pedaled. The penny farthing groaned. Josh Nosh chased, shouting "brand synergy!" while clutching a rogue box of biscuits. The Sprockets, tart, berry-infused masterpieces of ruby cocoa, rattled in their crates.

Disaster struck near the historic spring. A squirrel, perhaps lured by the scent of ruby chocolate, darted across the path. Maggie swerved. The massive front wheel hit a patch of grass, and the "Queen of Culinary Disruption" lived up to her title. She sailed through the air, landing with a soft thwack into a newly planted bank of pink azaleas. The crates of Ruby Sprockets followed, shattering against the pavement.

"My career!" Josh Nosh wailed, falling to his knees beside a pile of pink crumbs. "It's a massacre! The biscuits are pulverized! We're ruined!"

The Mayor shuffled over, poking a piece of chocolate with his cane. "Looks like gravel, Margaret. Pink gravel."

Maggie popped up from the azaleas, a leaf in her hair and a manic glint in her eye. She picked up a handful of the shards. "It isn't gravel, Mayor. And Josh, stop crying. It's 'Ruby Road Rubble.' It's an artisanal ice cream topper. It's a metaphor for the beautiful mess of love!"

Josh Nosh blinked, his marketing brain pivoting. "Resilient Romance? Crushed but Sweet? Maggie, you're a genius."

By sunset, the town was buzzing, and Maggie P was being discharged from Baptist Fleming Island into Josh's capable care. The "Ruby Road Rubble", he reported as he guided her wheelchair to the car, would be sold in souvenir tins, and even Mayor McGillicuddy, nibbling on a procession of shards during the focus group Nosh had hastily assembled at City Hall that afternoon, admitted that the "fourth chocolate" was surprisingly sophisticated. Once again, Maggie P had turned a tumble into an international culinary and marketing triumph.

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A MARVEL OF CONFECTIONARY ENGINEERING

The Blueprint of the "Ruby Sprocket"

THE RIM: The "Fourth Chocolate" Chassis

- **Composition:** 100% Pure Ruby Chocolate.
- **Specs:** A velvet-textured shell molded from the ruby cocoa bean.
- **Flavor Profile:** Engineered to provide a subtle tartness reminiscent of berries, balanced by a creamy sweetness.
- **Aesthetics:** The natural pink hue provides a "luxurious yet playful" finish, appealing to connoisseurs and casual consumers alike.

THE TREAD:

- **The Signature Script**
- **Design:** The outer edge features a raised, looping script reading "Magnolia".
- **History:** A tribute to the 2017 Valentine's campaign where an unreliable autocorrect morphed "Magnolia" into a viral sensation.
- **Purpose:** To remind cyclists that "Mama's Heart is Always Sweet"

THE SPOKES:

- **The "Disruption" Matrix**
- **Composition:** Dark Chocolate piping infused with Pink Peppercorns.
- **Function:** Provides structural support and a spicy counterpoint to the berry notes.
- **Origin:** Inspired by Maggie P's "Ruby Rhapsody" series, which married ruby chocolate with unconventional pairings to revolutionize the brand.

THE HUB: The Ignition Point

- **Composition:** A crystallized core of Candied Jalapeño.
- **The "Kick":** A hidden heat source representing the "Queen of Culinary Disruption" herself.

Note: Originally tested in Brussels, this flavor profile was designed to be sophisticated yet unexpected.



- STORY, GRAPHICS: EDITOR

