

SEC teams get Jell-O molds, but Baptist leader concerned they'll be used for drinking games

Jell-O has announced its own Top 20 list: teams that will have their own Jell-O Jigglers University Mold Kits.

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With college football season arriving this month, Jell-O this week announced a different kind of ranking: a Top 20 list of teams that will have their own Jell-O Jigglers University Mold Kits.

Eight Southeastern Conference teams made the cut. Alabama is on the list; Auburn is not. Arkansas, Florida, Georgia, LSU, Missouri, Tennessee and Texas A&M are also included. The non-SEC schools featured are Florida State, Iowa, Michigan, Michigan State, North Carolina, Ohio State, Oklahoma, Oregon, Texas, UCLA, USC and Wisconsin.

"We are excited to fun up tailgates and viewing parties with our expanded line of University Mold Kits," said Hermes Risien, Jell-O Brand Assistant at Kraft Foods, in a press release. Risien said that the choices were made using special marketing data, according to [the Houston Chronicle](#). "We determined school choice by a combination of local retailer support and fan base to develop an optimal portfolio of universities across the country," he said. The team Jiggler molds began last year with four schools: Arkansas, Florida, Michigan and Texas.

The Jigglers come with two mold trays that shape the gelatin into team logos, along with four packs of gelatin in color and flavor mixtures that reflect team colors, such as strawberry for the Crimson Tide and lemon for Mizzou.

The Chronicle's report suggested that the Jell-O team logos are likely to be usurped for college drinking games that mix alcohol and gelatin. "And yes, these molds will more than likely be used to make Jell-O shots," wrote Craig Hlavaty of the Houston Chronicle. "These are college teams after all."

An Alabama Southern Baptist leader said he hopes that's not the case. Jell-O shots and other drinking games encourage dangerous binge drinking among college students, he said.

"It's a serious, serious issue," said the Rev. Joe Godfrey, former president of the Alabama Baptist Convention. "It seems for college kids the focus is on getting drunk, that's the goal of the drinking games. It's almost a rite of passage, like this is what college kids are expected to do."

Godfrey, now executive director of the anti-alcohol group Alabama Citizens Action Program, lobbies against expanded alcohol sales. They lobbied unsuccessfully when

Tuscaloosa and Northport voted in 2011 to allow alcohol sales on Sunday, warning about increased drinking by college students. ALCAP also opposes the movement to push for alcohol sales at college football stadiums. "The surgeon general has said we need to take action to curb alcohol abuse on college campuses," Godfrey said. "This is just another avenue. You can't stop Jell-O. What we need is tighter control of college students' access to alcohol. The more it's available, the more students are going to use and abuse alcohol."

Jello-O said in its press release that it envisions team-theme Jigglers as a tailgating snack.

"College football fans will score a touchdown at their tailgates with these delicious Jell-O treats," Risien said.

Jell-O University Mold Kits will be available at grocery stores, mass merchandisers and Amazon.com at a suggested retail price of \$5.99.