

Throwing things into a blender and seeing what happens

 devblogs.microsoft.com/oldnewthing/20061208-10

December 8, 2006



Raymond Chen

Manufacturer of commercial and home blenders Blendtec has produced a marketing web site [Will It Blend?](#) which features short videos of the company's CEO and new [Internet blending icon](#) Tom Dickson throwing all sorts of unusual objects into one of their blenders, to see what happens. ([The videos are also on YouTube](#), and of course they have a blog, cleverly titled [Will it Blog?](#))

There's a [miniature profile of Tom Dickson](#) in *Utah Business Magazine*.

When Jamba Juice told Dickson the \$14,000 blender package was too expensive, he cut them a deal, asking simply for a nickel of every sale. Now, with 50 million smoothies sold each year, Dickson says it was one of the best deals he ever made.

“Will It Blend?” is sort of a blender-themed entry in the style of David Letterman's crowd-pleasing stunts such as “Throwing things off the roof,” “Crushing things in a pneumatic press,” and “[Will it Float?](#)” (I suspect that only guys find this stuff fascinating.)

[Raymond Chen](#)

Follow

