

The heavy metal umlaut reaches baked goods

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The *Innkeeper's Bed & Breakfast* brand of baked goods is sold exclusively at Costco. One of the varieties they offer is an apple-flavored bread which they call Apple Strudel.

If you take a closer look, you'll see that the packaging actually reads *Apple Strüdel*. The word *Strudel* comes from the German word *Strudel*, which means *whirlpool*. There is no umlaut in the original German, but that never stopped any marketing department from adding one.



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