

ADVERTISING

Grey Poupon to air ‘Pardon Me’ ads after 16 years

NEW YORK — Grey Poupon’s famous “Pardon Me” TV commercial is returning for a moment of Oscar glory.

After a 16-year hiatus, the mustard that mocked its own stuffy image in one of TV’s most famous commercials will once again take to the airwaves during the Academy Awards show on Sunday.

The new ad begins in the same way as the original — with one man asking another through a car window, “Pardon me, would you have any Grey Poupon?” However, the scene continues with the second car speeding off without returning the mustard. A wild car chase ensues, complete with explosions. — AP



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