

# The Rise and Fall of the Cheese Puff Empire

An incomprehensive history

“If this book sells ten copies, I’ll buy a copy,  
because I think it’s really bad and I don’t want  
to read it.”

*Marc Guillaume, Author of Manufacturing the Goal, 20 copies sold*

# Table of Contents

*Introduction*

*Chapter 1: The Rise of the Cheese Puff Empire*

*Chapter 2: The Cheese Puff Empire*

*Chapter 3: The Fall of the Cheese Puff Empire*

*Discussion questions*

*Afterward*

## Introduction

One cannot properly examine the history of the Cheese Puff Empire without first looking at the present. The effects of this ancient empire are emulated, and yes, perhaps duplicated in this modern world.

By analyzing the fast food economy today, we can begin to unlock secrets of an ancient society, lost to time. It is of vital importance that we do this, because if we do not, we will end up misinterpreting the archeological remains.

Another thing I had to consider when writing this book was the audience. Most scholars appreciate a 700,000 word volume, however I knew to make this manuscript accessible to the general public I would need to shorten it considerably. I also had to stop using so many big words, because as one digests these syllables, my fondness for sesquipedalian type becomes apparent and must be halted immediately.

If you have ever written a research paper like this one, you will begin to understand the tediousness of footnotes<sup>1</sup> and citations<sup>2</sup>. This is why, in this volume, I have decided to use an altogether different approach. I have completed all of the research of this volume myself, so I do not have to rely on additional sources, and hence, do not have to create an extensive bibliography. And thus, my book *The Rise and Fall of the Cheese Puff Empire*, an incomprehensive history. I hope that this is educational for you and that reading it is a good learning experience.

---

<sup>1</sup> Like this one

<sup>2</sup> Press, Clicker. *The Rise and Fall of the Cheese Puff Empire*. 1st ed., vol. 1 1, ser. 1, Clicker Press Printing, 2021.

# *Chapter 1: The Rise of the Cheese Puff Empire*

The origins of the Cheese Puff Empire can be traced to central Cheeseland, approximately a very long time ago. Back then, wild cheese puffs roamed the wilderness, crunching like so many footprints over the long forgotten paths of a day long gone.

These primitive beings were very primitive. Their bodies did not even have a brain, or even cells. They were mostly made up of little bits of molecules stuck together, as well as a whole lot of just plain air.

These simple creatures would have remained in this state forever, except for a drastic change in the environment. Around this time, the Stony Mountains, located hundreds of miles away, had been cleared to create a shopping mall. This allowed rain clouds to pass and enter Cheeseland, thus introducing Dihydrogen Monoxide into the environment. As one probably knows from everyday life, Dihydrogen Monoxide<sup>3</sup> can break many chemical bonds, including the ones holding together our good friends the cheese puffs.

Approximately 99.01% of individuals perished in the first “Dihydrogen Monoxidation event”<sup>4</sup>. The ones who survived did so by seeking shelter in dry places, such as empty bags of potato chips, emerging after the apocalypse to see the melted corpses of their friends and family sitting on the ground.

Something had to be done. With all these calories of the dead bodies laying around, these simple creatures no longer could just walk around boringly. They now had to fight to secure the most mouldy cheese bits as possible.

The cheese puffs broke into gangs. The weaker ones were soon destroyed and folded into the bigger gangs.

At last there were only two gangs remaining. The “Cheesy Cheesers” and the “Puffing Puffs”.

A confrontation was inevitable. It occurred on the Cheesy Plainses, in the form of the Great Cheese Puff Battle.

---

<sup>3</sup> This dangerous substance is commonly known as “water”

<sup>4</sup> This catastrophic event is better known as “rain”

It was a very violent fight, and many many met their end on that day, including the two gang leaders. After the fury of battle had faded, the survivors grouped together to decide who had won. However, no conclusion could be reached, because of the nature of the fight, and they simply decided to form a new gang, all together. This new gang was known as the Cheese Puff Empire.

The empire expanded steadily. Their economy of eating the dead bodies of other cheese puffs boomed, and the surplus of food enabled skilled workers to emerge. These inventors created the weapon most feared by any cheese puff, the Water Gun.

With their new weapons, the soldiers of the Cheese Puff Empire conquered many other peoples, such as the Potato Chips, the Gummy Snacks, and the Salted Bacon Bits, and forced them to adopt new customs, such as cannibalism.

The cheese puffs created many monuments wherever they went, such as large mounds of ABC gum, and random piles of trash. They also augmented the marine environment by introducing many toxic substances such as microplastics and poisons which they used in chemical warfare against their enemies.

You might wonder how microplastics are used in chemical warfare, and I will explain.

First, the cheese puffs would take hang gliders with large backpacks and fill the backpacks up with pellets. Then, thousands of these such gliders would fly over enemy cities and bombard them with microplastics so much that they were buried, and would suffocate or be squished.

They had a very interesting system of government. There was no “leader”, per say, however each individual was a director of some aspect of life. For example, there might be directors of

- Doing the dishes
- The titling of songs
- Going bowling

In this system of government, no-one is above anyone else, and each person feels needed and wanted. However, the ambiguity of some of the roles could sometimes lead to conflict.

For example, the director of brushing your teeth and the director of toothpaste got into a fierce argument over what kind of toothbrush was the most effective. It ended with the director of toothpaste murdering the director of brushing your teeth. The director of toothpaste was then awarded the title of their victim, so then they had both titles. Some of the strongest cheese puffs have murdered dozens of opposing individuals, thus acquiring dozens of directorships of various things.

## Chapter 2: The Cheese Puff Empire

There was a cheese puff empire, and it lasted for an arbitrary amount of time. However, I will not write about it because the title of this book is *The Rise and Fall of the Cheese Puff Empire*, and not *The Cheese Puff Empire*.

## Chapter 3: The Fall of the Cheese Puff Empire

All empires fall eventually.

This one fell most spectacularly, plummeting over 30 miles into the molten magma underground. The reasons for this fall are most spectacular as well.

The old customs that I have described in chapter one had been replaced by a mellower alternative by the end of the empire. Instead of murdering each other for directorships, the cheese puffs played a very special game called Cheese Towers. In this game, three rectangular pieces of cheese were placed on each layer of a tower. The orientation of the cheeses would be alternated at each level.

On a turn, each player would remove a slice of cheese from the tower and eat it. If the tower fell on your turn, you lost, and you could also lose by death from overeating. You may think this would not be a risk, however important matches could be played with cheese towers several times the size of the contestants.

The duel that ended the empire was fought between two powerful regional leaders arguing over rights to a cheese mine in North Cheeseland.

The tower was approximately 15.39 times the size of an average cheese puff. As you can see, this was a very important match. Rights to the cheese mine could mean survival or starvation the coming winter.

Both contestants were determined to cheat as much as possible. However, to be caught cheating at Cheese Towers, was to have all your directorships and personal belongings taken, to be slowly burned to dust over the course of several weeks, and then the ashes themselves burned in a kiln, and then those ashes framed in the national art museum with your name and the date of your death as a warning for this horrendous crime.

Each contestant ordered their minions to find ways of cheating.

A visiting god of the cheese gods set up a stall to sell divine goods with fittingly incredible prices.

Every item except one had sold out when the minions of both factions arrived at the same time.

The last item left was a holy stick of dynamite.

“Do you have any holy hand grenades left?” asked one of the minions.

“No, I sold the last one to some silly knights.”

“Oh ok, so how much do you want for the holy stick of dynamite?”

“How much money do you have?”

Both factions entered a bidding war for the holy stick of dynamite. The winning price was 179842306340739 slices of cheese, 650877028346088709 gold bars, and a promise to **NEVER EVER LIGHT THE FUSE.**

As you can clearly see, this would prove problematic later.

The losing faction was furious, but they could do nothing. However, they doubted that their enemies would risk divine punishment.

Anyway, it was the day of the big tournament.

The game proceeded as normal for a time. Soon, it began to get more and more intense. Then, it was the climax of the game. The player whose turn it was was the one without the benefit of the holy stick of dynamite.

The faction with the dynamite had tunneled deep into the earth below the ground, and at that vital moment lit the stick of dynamite in the hope that the ground above would shake the tower enough that it would fall and bring victory to their side.

However, it proved more explosive than anticipated. It turned everywhere within a 3000 mile radius into dust, which fell into the magma below. Then, the ocean filled in the missing space.

This is the origin of several of the world's oceans. It is also the origin of the myth of the city of Atlantis, which is actually named Cheesevilleton.

The cheese god who had sold them the holy stick of dynamite got very, very angry. They decided that all of the cheese puffs who had broken their promise not to light the fuse must be horribly tortured to death. However, they were already dead anyway, and the threat was never carried out.

*The End*

## Discussion Questions

1. *If you lived in the Cheese Puff Empire, what would you be the director of?*
2. *How was the author able to find out anything at all about the Cheese Puff Empire, if the entire thing turned to dust and sunk into the magma, and there were no archaeological remains to investigate?*
3. *How is the Cheese Puff Empire's rise and fall similar and different to the rise and fall of more well-known empires?*
4. *What other discussion questions should the author add? Because I am having trouble thinking of more.*

# Afterward

There is much to be learned from the Cheese Puff Empire, including how to write a good book.

By composing this volume, I think I have grown greatly as a writer, a researcher, and as an individual.

I have grown as a writer because I hadn't ever written any writing before I wrote this book, so I improved my craft very very much.

I have grown as a researcher, because I learned that you don't have to do any sort of complicated science to make important discoveries. You can simply stare at the wall, and then make an educated guess with the knowledge that you just learned. This, in my opinion, is the best way to write history. One of the best parts of this approach, is that since no one can agree on what happened so long ago anyway, no one can disprove your ideas.

And finally, I have grown as an individual, because this took me a very long time to write, and I have grown taller during this time.

Some very important people have read this book, including myself. And this is sort of a big deal, because, you know, it really is. And I am super glad my very important teachings of the rise and fall of this fascinating empire have reached the general public. Because, I think, everyday, the knowledge gained in this book will be really and truly useful in your everyday life. Because if you want to write a truly good book, just look at this one and do exactly<sup>5</sup> what I did.

Thank you.

---

<sup>5</sup> The opposite of