Imagine this - you are standing at a hotel lobby in the morning, your eyes fixated on the fresh fruits and orange juice on the table. Oh boy, those pastries look too good indeed! This is the so-called “continental breakfast”, the peak trademark meal made to make you feel at home. Usually, this meal is eaten quickly, as people have other matters to attend to. However, in Key and Peele’s famous comedic sketch titled “continental breakfast”, they turn this simple meal into a high class ritual. In this sketch, Jordan Peele slowly devours a Danish pastry, enjoying every bit of it as if the pastry is gold. However, through this sketch we discover a deeper truth: in American culture, we are more obsessed over making ourselves feel luxurious rather than the reality of it.

In the beginning of the sketch, we see Jordan Peele in a typical hotel lobby, consuming his continental breakfast. But what sets Jordan apart from the other people in the lobby is his reactions–from his wide eyes after hearing “conitnental”, and even whispering the phrase himself, he ensures that he is indeed eating a meal of the upper class.

As the comedic sketch progresses, Jordan Peele is seen “curating” his food. He mentions how an ordinary banana is a “fabled fruit”, and the Danish pastry that was “clearly from brussels”. Jordan even mentions to the other people quietly eating their food, “can you believe it? It all comes with the room!” This scene highlights the juxtaposition between Jordan’s need to feel luxurious and special, when Jordan is actually falling into the trap of consumer branding.

We laugh at this comedic sketch because we can relate to Micheal’s experience–such the overpriced Apple products that just seemingly “get better” when in reality, only the buttons have changed. This is embedded deep in American culture as we don’t have thousand years of aristocracy compared to the Europeans, thus we must create this illusion of an upper class by making consumers feel more valued than they are.