

# Snap crackle and hip pop

CHIDDY BANG Words ADAM THORN

## We talk to hip hop duo Chiddy Bang about all things related to breakfast. Over dinner...

“I go for the chicken wrap first, I fucking love the spices,” says Noah Beresin while shoveling down another peri-peri-coated breast. “Then I do the medium wings, that’ll set you off alright! We’ve just got nothing like it back in the States, all our fast food is terrible and shit.” You join *loaded* as we’re meant to be chatting to hip-hop duo Chiddy Bang about their new album. But all they want to do is talk about their love of the Portuguese spicy-chicken masters Nando’s. Chidera “Chiddy” Anamege can’t contain his excitement, either. “This is my third one in a row!” he squeals as he leans in for his second portion, without so much as a pause to digest. “We’ve had Nando’s for the past three days. You’ve got to get the quarter chicken, you just can’t beat it.”

### tony the tiger

The hip hop stars – whose catchy new single *Ray Charles* should be crash-landing in the charts as you read this – are on the brink of big things in 2012, after a bit of a false dawn in 2010 with their MGMT-sampling hit *Opposite Of Adults*. Then they vanished for a couple of years before returning with debut album *Breakfast*. So we thought we’d be all clever and ask them lots of questions about the most important meal of the day. But they still only want to discuss one thing. “There’s Nando’s in Australia but it’s shit. Basically a glorified chip shop with some kebabs,” says bandmate Noah (full name “Xaphoon Jones” Beresin). *loaded* senses a chance to make a seamless link. “So, er, would you want to eat a Nando’s breakfast?” we ask. “Yes, of course, but only it was the same great quality as the rest of their menu.”

We start with the obvious questions: ‘In a battle to the death between Tony the Tiger and those Snap, Crackle and Pop fellas, who would win?’ Noah doesn’t hesitate. “Tony the Tiger...those Snap, Crackle and Pop dudes are fucking pussies. They’re little midgets and they wouldn’t have a chance against Tony. He could really fuck somebody up.” Rice Krispies’s humiliation is almost complete, before Chiddy sticks the boot in. “Don’t they just work in a factory or something?” he sneers.

Are they fans of cult ‘80s coming-of-age epic *The Breakfast Club*? “I am!” shouts Noah, while Chiddy looks a little blank. “Have you seen it? It’s great and it’s about these kids in detention, except

they’ve got to come to school before the day starts. It’s like 5am detention.” Chiddy still doesn’t seem impressed. “They’ve all done a different thing to get the punishment. It’s a cult classic.”

Next it’s time to tackle the big one, and it touches a nerve. ‘Brown sauce or ketchup?’ we ask. “Look we don’t have brown sauce either like you do in the UK!” shouts Noah before going on the defensive – as *loaded* almost imagines the Yankie national anthem playing. “But we actually have good Chinese food, and we have steak sauce which is like a thicker and better version of what you guys get.”

### breakfast wizard

As the pair belch out their answers while scavenging the last remnants of meat off their bones, *loaded* wonders what they would cook a young lady staying over. “She’s sponse to make me breakfast!” declares Chiddy, before Noah steps in. “If you want to impress a girl, make eggs benedict: it’ll look good because it’s hard to make hollandaise sauce.” And if the album was a type of breakfast it would be... “Toast with egg, bacon and coffee but levitating”, he adds “because it’s wholesome but also futuristic.”

And why’s the album called *Breakfast*. “Easy,” says Chiddy. “Because it really is the most important meal of the day. You see how we’ve been behaving because we didn’t have it this morning?” Noah steps in: “What separates the really hectic days from the ones where we get to be ourselves is if we have breakfast. It was also a shout out to my dad who is a sick breakfast cook. The trick to breakfast is getting everything done at the same time. My dad flies around the kitchen like a wizard. He can get the ding on the toast and the coffee and everything done instantaneously, and it’s all piping hot. That is also the key to making music – the timing.” “Spontaneity is a good thing,” continues Chiddy. “We get those ghetto vibes going. *Ray Charles* was a result of that. It’s 2am and Noah’s head is tilted back, with dark glasses on and I said, ‘you look like Ray Charles’. I went in and freestyled that and the next thing you know it’s the first single.”

And with that, we’ve run out of ridiculous breakfast-related posers. All that’s left is to make the trip from trendy West London to our East End offices. Well, not before we take their advice and sample a certain restaurant’s new Flame-Grilled Butterfly Chicken Breast. After all, we did skip breakfast. ■ **loaded**

Chiddy Bang’s debut album *Breakfast* is out on 5 March

Breakfast club:  
Noah: left,  
Chiddy, right

loaded’s  
**MEN**  
of the moment

## Cereal mascots



**TONY THE TIGER**  
Tony’s been a staple of growing up since 1951, yet hasn’t aged at all. Perhaps those sugar-coated golden flecks are the secret to his eternal youth. They are grrreat after all.



**COCO THE MONKEY**  
When the credit crunch hit in Britain, Coco The Monkey left our television screens before making a glorious return in 2011. Was replaced in Ireland by Jedward. Yes, really.



**PROFESSOR WEETO**  
The legend that is the prof was unfortunately made redundant in 2010 and replaced by a huge, talking Weeto. Kids nowadays, eh? They don’t know they’re born.