

## **FunkyChunky Chip-Zel-Pop Featured On The Today Show**

*Dana Cowin from Food & Wine Magazine picks this top flavor for one of the 2011 top food trends.*

FunkyChunky®, Inc., newest flavor, Chip-Zel-Pop was featured on the Today Show as one of the top food trends by Food & Wine Magazine editor, Dana Cowin. Ms. Cowin was interviewed on the show to cover her thoughts on the upcoming trends for the year. When she presented Chip-Zel-Pop – she referred to the product as “The FunkyChunky” and she said it was the perfect party snack “if you’re watching the Super Bowl game and want to reach for pretzels and popcorn, just take this!”

FunkyChunky launched the new flavor last June at the New York Fancy Food Show and since then, the product has received national attention from Good Morning America, and was picked as most memorable product launch by Candy Industry and Retail Confectioner magazines.

Chip-Zel-Pop is a unique, never seen before combination of sweet and salty. The combination of over-the-top ingredients – gourmet crisp potato chips, crunchy pretzels sticks and buttery caramel corn are mixed together and then drizzled with rich caramel and a signature melt-in-your-mouth combination of dark, milk and white chocolates.

The new flavor combination, Chip Zel Pop, is hand-crafted in small, made-to-order batches and packaged in clear canisters to display the combination of ingredients. Chip-Zel-Pop is OU Dairy certified kosher and comes in 8oz and 20oz canisters. Retail prices are \$12.50 and \$21.00 consecutively.

Other products in the FunkyChunky line include FunkyChunky Chocolate Popcorn, FunkyChunky Chocolate Covered Pretzels, FunkyChunky Caramel Corn, FunkyChunky Peanut Butter Pretzels, FunkyChunky Chocolate, FunkyChunky Candy Bars and the seasonal FunkyChunky Candy Cane.

### **About FunkyChunky:**

FunkyChunky, Inc., was founded in 2000. Its headquarters and showroom are at 7452 W. 78th St., Edina, Minn., 55439. More information is available by calling 952-938-6663 or online through its website [www.funkychunky.com](http://www.funkychunky.com). FunkyChunky also is available at fine retailers like Balducci’s, Henri Bendel, Von Maur, Byerly’s, Lunds, Kowalski’s Market and hundreds of specialty retail shops nationally.

### **Contact Information**

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### **Keywords**

[chocolate popcorn](#)  
[chocolate covered pretzels](#)  
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