

Bacon becoming a staple in the food world

By Charles Passy, MarketWatch

How far can the bacon boom go?

It's a question that veteran "As Seen on TV" marketer Scott Boilen asked when he was given the opportunity to introduce yet another bacon product to an already crowded marketplace. But Boilen couldn't resist the invention, a simple gizmo that turns a few strips of bacon into an edible shell. And so the Bacon Bowl was launched by Boilen's Allstar Products Group via a series of infomercials in late 2013.

In a brief period, Boilen's New York-based company has sold more than 2 million units of the \$10.99 bacon cooker, making the Bowl a success story potentially on par with the Snuggie, to name Boilen's biggest "As Seen on TV" hit.

The lesson? Never underestimate the power of bacon, says Boilen: "It's almost become a cult-like food."

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