

FOOD & WINE

Pop Rocks Pizza Now Exists Because of Course It Does

By Maria Yagoda July 20, 2017



Pop Rocks pizza was the only logical conclusion to a year of mermaid toast, unicorn Frappuccinos and cotton candy-wrapped ice cream cones.

The restaurant Industry Kitchen, located in New York's South Street Seaport neighborhood, has

rolled out a fluorescent pizza for summer. The "Pop Candy Land Pizza," which the restaurant says is "unicorn-inspired," has a rainbow sugar-cookie crust and is topped with cream cheese frosting, Pop Rocks, cotton candy and sprinkles.

"The Pop Candy Land Pizza came about after one of those rainy days in N.Y.C.," Bunay says. "When the rain was over, a rainbow appeared on the Hudson River. I had a beautiful view at the restaurant, and I thought that a rainbow pizza would be a great idea." He says he owes partial credit to his daughter, who loves Pop Rocks and introduced him to them.

The pie, which costs \$18, is offered alongside another unconventional gimmick pizza: the "24K," a \$2,000 pizza topped with Stilton, foie gras, plati-

num Ossetra caviar, truffle and 24K gold leaves. Already, the Pop Candy Land Pizza is a fixture on Instagram, but we have trouble imagining who could finish a whole pie, let alone a slice.

If after your dinner of brightly colored carbohydrates you feel like you didn't get a good enough 'gram, pop over to the nearby bar Watermark, where you can find gorgeous riverside views and the on-trend Siren, a frozen margarita served in a green mermaid-tail glass. Start brainstorming your Instagram captions now.