



Unicorn pizza is now a thing,
because of course it is



It was only a matter of time before this moment arrived, and all we can say is — FINALLY! Unicorn pizza is the newest addition to the magical-product craze that has taken over Starbucks, Sephora, and...well pretty much everywhere else. We have already gotten unicorn quesadillas, unicorn toast, unicorn pastries, AND the Starbucks Unicorn Frappuccino slurped around the world. And those are only the edible unicorn products! Let's not forget the unicorn hair and unicorn makeup. Can Jay Z add "all unicorn everything" to his next record?!

While it's incomprehensible that unicorn corn on the cob (or would it be unicorn on the cob?) hasn't become the latest craze, we'll gladly accept this unicorn pizza — because what could be better, really?

Pizza + Unicorn Magic = A Dream Come True.

The fantasy confection is brought to us undeserving mortals by Industry Kitchen, an NYC-based restaurant that serves some of the most delicious-sounding pizzas, even besides the unicorn pizza, which is technically called the "pop candy land" pizza.

It's made with rainbow crust, cream cheese frosting, pop rocks, and cotton candy. Is it a dessert? Is it an entree? Is this real life? If we eat it will we grow a rainbow mane? And wait, did we say pop rocks?