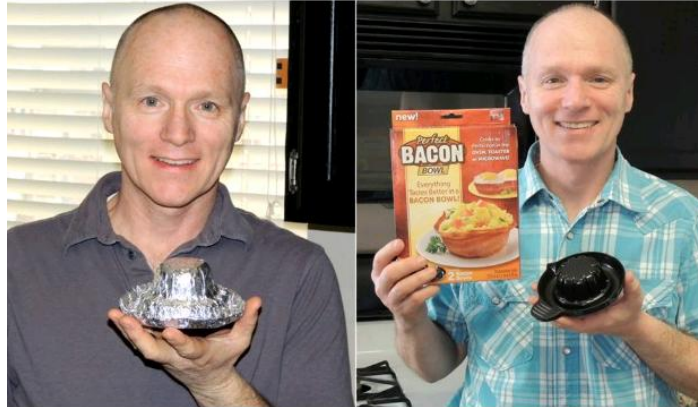


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## How the Perfect Bacon Bowl created so much sizzle

It's no secret that America loves its bacon. For proof, just look at the crazy success of the Perfect Bacon Bowl, As Seen on TV's newest sensation.

The Perfect Bacon Bowl resembles an upside-down plastic bowl. Wrap three strips of bacon around it, pop it in the oven, microwave or toaster oven and the bacon cooks in the shape of the container - a "bacon bowl." Then you fill it with whatever you want - scrambled eggs, dip, mac 'n cheese.

The Perfect Bacon Bowl debuted in November 2013 on As Seen on TV and almost immediately became a hit. Since then, more than two million boxes have been sold (they come two to a box and retail for \$10.99).

Thom Jensen wasn't looking to create the next big thing. He just wanted to shake up breakfast for his kids.

"I was playing around trying to create a bacon turtle," he said of that fateful Saturday in early 2012. "I used an upside muffin pan but it wouldn't work."

Jensen eventually created a crude bowl from tinfoil. It worked like a charm. He wrapped bacon strips around it, cooked it in the oven and out popped his very first bacon bowl. "It was a big hit with the kids," he said.