



Press Kit
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By MARSHALL HEYMAN



Last year, Nick Loeb, the son of John L. Loeb, the former Ambassador to Denmark under President Reagan, launched a sort of unusual business: a crispy topping called Loeb's Onion Crunch.

Mr. Loeb, a former candidate for Florida's state senate who is also known as the boyfriend of the actress Sofia Vergara ("Modern Family"), discovered the product as a kid growing up in Scandinavia.

"They put roasted onions on their hot dogs there," Mr. Loeb, who also owns a carbon solutions business and manages real estate in Florida, said in a recent conversation. "I went back there as an adult and rediscovered them. I brought some home to my friends who put them on their burgers. They loved them."

After years of trying to get Onion Crunch off the ground but discovering both importing and manufacturing them domestically would be too expensive, about a year ago, Mr. Loeb finally found a less expensive way.

Now, Onion Crunch, based in Manhattan, is available in three thousand stores, including Stew Leonard's, Gristedes and Fairway locally.

The product will launch at some Costco stores in February, hopefully in time for the Super Bowl.

What's the point of Onion Crunch? Is it a condiment?

We do call it a condiment. There's nothing more American than crispy fried onions. We want to keep it at a similar price point to Hellmann's mayonnaise or Heinz ketchup, and promote to the average Americans to put on their salads or burgers. When I go and meet a buyer, I compare it to Nutella. That's a product that was in Europe for a long time that only came to America in the last decade, but now Americans know it.

Why did you use a smiling cartoon onion in your logo?

I wanted to make it fun and I wanted it to pop off the shelf. We have a little commercial we did in New York with a guy dressed up as an onion. We also wanted to be attractive to kids.

How satisfying is the Onion Crunch business?

I've been in film, real estate and the environment, but this is the most fun business I've ever been in. It's great to have an actual physical product. Everybody loves food and people really utilize your product. I've seen people making bagels, scrambled eggs and hummus with Onion Crunch. To innovate has been a lot of fun.

How often do you eat it?

Almost every day. Well, I sit at my desk and I have bottles everywhere, so that's not hard. It's addictive.

I want to nitch one of the



Nick Loeb spent years figuring out how to bring Onion Crunch, a Scandinavian favorite, to hot dogs and burgers in New York.

that way, but I'm probably consuming one serving a day which isn't so bad. For a fried product we're generally pretty healthy.

You say this is best on a hot dog. You must love hot dogs.

I don't eat hot dogs every week, but I eat them a lot. I really love hot dogs, but doesn't everyone in America? Did you know the city that eats the most hot dogs in America is Los Angeles? I don't know ex-

actly why. Maybe because they can grill all year round?

How's your breath?

It's funny, all the time girls tell me, "I don't want to get onion breath." It's no different if you had an onion ring. That doesn't give you bad breath, either.

What does Sofia Vergara think of Onion Crunch?

She was one of the people who really pushed me forward. She saw what I was doing and tasted it, loved it and her family and friends love it, too. She's a big support.

Do you think celebrities are important in selling a condiment?

The honest answer is I don't really know. Sofia and I were in People magazine several months ago—a tiny little picture maybe the size of a silver dollar, maybe a little bit bigger, that said "Sofia's favorite topping"—and our Internet sales that week were 10 times what they had been. We had about 200 consumers buy online that week, and who buys food online?

People wrote me, "Anything that Sofia endorses, I would eat."

We actually had to outsource our online sales after that, and I'm not able to track them on a daily basis.

Do you foresee a time when you're tired of eating crispy onions?

I've been eating them since I was 5 or 6 years old. Never.



Actress Sofia Vergara and boyfriend Nick Loeb, condiment innovator.

Billy Farrell; left, Onion Crunch

Diner's Journal



Notes on Eating, Drinking and Cooking

January 13, 2012, 10:05 AM

What We're Reading

By THE NEW YORK TIMES

[The Wall Street Journal](#): Marshall Heyman speaks with the guy behind Onion Crunch, who also happens to be Sofia Vergara's boyfriend. — Jeff Gordinier

Where Sofia Vergara and Onion Breath Intersect

1/13/12 at 3:15 PM | [Comment](#)



She's all about it.

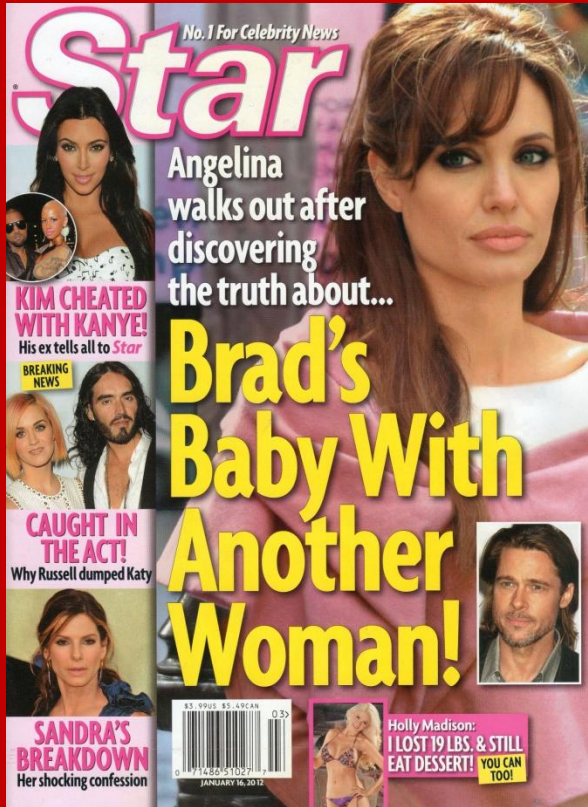
Socialite and Sofia Vergara lover Nick Loeb is having a great deal of success with his Loeb's Onion Crunch, which is made in Manhattan and sold in thousands of stores. Loeb likes to think of LOC as a condiment as crucial as ketchup and mayo; he also says that the onion breath aftermath isn't that bad. Apparently, Vergara

can't get enough. Hey, it's Friday.

[\[WSJ\]](#)



January 16, 2012



HotSheet

E-MAIL US YOUR HOT IDEAS AT STARHOTSHEET@STARMAGAZINE.COM

Hot HEADPHONES

When **Justin Bieber** isn't making music, he listens to it with his Beats by Dr. Dre headphones from Monster. Offering the ultimate in comfort and control, the plush headphones allow you to adjust the volume and skip tracks directly from the earcups. Conveniently for Justin, they're available in eight fun colors, one to match every hat in his rotation. \$300, Apple stores

Hot TOPPING

There's just one man who can satisfy **Sofia Vergara**...when she has a craving for crunch! Politician/businessman/boyfriend **Nick Loeb** created Onion Crunch, a deliciously crispy all-natural topping you sprinkle on salads, soups — anything! How does Sofia enjoy it? "I can't eat hot dogs without it now!" she says frankly. \$3.50, Super Kmart stores

Monday, January 16, 2012 at 4:15 PM ET

Stars Hit the Town



A couple of the hottest celebrity sightings from the past week:

Sofia Vergara and longtime boyfriend **Nick Loeb**, Onion Crunch President, cuddling up together during the 2012 Golden Globes.

Kate Gosselin hanging with her co-workers from CouponCabin.com during a work trip to the Affiliate Summit West in Las Vegas.

Jessica Chastain looking stunning wearing Harry Winston rubies to the National Board of Review of Motion Pictures award ceremony in NYC.

Photo Credit: Startraks



January 17, 2012

The Payne in his ear

ALEXANDER Payne's celebration after "The Descendants" won best drama at the Golden Globes on Sunday night was muted — literally. The director was at Fox's after-party wearing pink earplugs and telling guests he was wearing them to protect his sensitive ears from people shouting over the loud music. The move didn't dissuade the throngs at the packed party from congratulating him. Also at the bash, held in a tent at the Beverly Hilton, was "Glee" creator **Ryan Murphy**. **Michael Fassbender**

mingled with the glam crowd while puffing on a cigar (which was aptly large after **George Clooney's** acceptance speech mentioned Fassbender's endowments as an actor). The cast of the night's winner for best dramatic series, "Homeland," celebrated their triumph with a dance-off. "Modern Family" star **Sofia Vergara** arrived with her boyfriend **Nick Loeb**, who joked that he'd smuggled in a condiment he's promoting, called Onion Crunch, to sprinkle on the canapes. Astonishingly, shapely Vergara said, "I eat it on pizza — that is how I keep this body."



January 23, 2012



STARS Hit the Town

Selena Gomez enjoying a late-night meal at Serendipity 3 in NYC.

Jennifer Love Hewitt celebrating the end of the Winter in Venice event at her fave Las Vegas hotel, The Venetian.

Aubrey O'Day ringing in 2012 by hosting a New Year's Eve party at Tru Hollywood Nightclub in Hollywood.

Sofia Vergara eating a hot dog with Onion Crunch topping in LA.





January, 2012



Sofia Vergara's Boyfriend Nick Loeb Shares His Favorite Super Bowl Recipes!

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Posted on Feb 02, 2012 @ 12:00PM

print it send it

By Leah Ornstein - Radar Style & Beauty Editor

What will *Modern Family* star **Sofia Vergara** be noshing on Super Bowl Sunday?

When he's not busy escorting his sultry A-list actress to awards shows and other exclusive red carpet events, Sofia Vergara's boyfriend of several years, **Nick Loeb**, is a politician and a career foodie!

PHOTOS: 10 Bikini Babes Who Have Dated NFL Players

Just in time for Super Bowl Sunday, Loeb, who founded and owns all-natural crispy onion topping Loeb's Onion Crunch, is revealing his favorite game day recipes – and RadarOnline.com has them for you!

From Roasted Red Pepper and Onion Crunch Dip (think sundried tomatoes, walnuts and crunchy onion yuminess) to Grilled Bacon-Wrapped Stuffed Onion Crunch Dogs (forget about counting calories on Super Bowl Sunday!), his innovative dishes are sure to impress your guests way more than store bought chips & dips



Splash News

and chicken wings.

FOODBEAST

February 9, 2012 // 6:07 pm // By: [Peter Pham](#)

Onion Crunch: Onionizing Your Life [OUR LOOK]



One of the greatest tragedies in life is that most foods just don't taste enough like onions. Thankfully, Loeb's [Onion Crunch](#) bridges the gap between "Eating to Live" and "Living to Eat." Made with 100% real onions, Onion Crunch is made by lightly frying specially selected sweet onions in vegetable oil and adding a light season to the already natural flavor. Onion Crunch contains no cholesterol and 0 grams of trans fat as well as being low in sodium and carbohydrates.

Onion Crunch prides itself on being a great addition to everyday foods. The box itself suggests we put some crunch into our burgers, pizzas, and even salads! Now they're not wrong about this. Onion Crunch does taste delicious on **pizza**. But then again, we wouldn't be **Foodbeast** if we didn't have a little fun with this now would we?



February 29, 2012

02/29/2012

Onion Crunch to seek financial advisor to raise up to USD 15m in growth funds, president says

Proprietary Intelligence

Story **Onion Crunch**, a packaged foods company based in New York City, is seeking a financial advisor to help it complete its first fund raising round by the end of summer, said Nick Loeb, president and founder. The privately held company expects to start the process of looking for a financial advisor in the next 30 days, said Loeb. It welcomes banker approaches, he said, specifying that Onion Crunch seeks an advisor that does not require a retainer.

Onion Crunch produces a fried onion product intended as a topping for hotdogs, salads, sandwiches and soups.

The company will seek USD 15m in exchange for a minority interest, but will raise less if it can't obtain the whole USD 15m, said Loeb. Most of the capital would go towards marketing and strengthening its regional sales efforts, he added. Loeb declined to reveal company revenue.

Because of its small size, Onion Crunch is more likely to attract venture capital investors or high net worth individuals than private equity, said Loeb. It would be highly interested in partnering with a major consumer foods maker such as **Sara Lee**, owner of the **Ball Park** franks hotdog brand, but that is probably "pie in the sky" at this point, he said.

Over the next three to five years, Onion Crunch wants to build distribution and employ a national advertising campaign, said Loeb. It could then exit to a strategic, such as those named above, or a private equity firm, he said.

The company believes it is creating a new category because consumers typically think of fried onions as a topping for green bean casserole, Loeb said. **French's**, a part of **Reckitt Benckiser**, and **Fresh Gourmet** also make crispy onion products, he noted.

Launched last April, Onion Crunch items are available in about 6000 retail stores, said Loeb, including Ralphs, Costco and all of Supervalu's banners, as well as venues such as Angel Stadium.

By Ellena
Kleinman

SunSentinel

Sunday, March 11, 2012

Money

Top off meal with onion taste

Nick Loeb, one-time Delray Beach politician and boyfriend of actress Sofia Vergara, has a new line of work: product development.

Onion Crunch is a crispy fried onion condiment that can be sprinkled onto pizza, salad, hot dogs and other meal ideas to enhance the taste. It is advertised as being low in sodium and having zero transfat.

The product can be found in the Cost Plus World Market store in Wellington and inside all Florida Kmart stores by May.

— Justine Griffin



TAKE A BITE OUTTA LIFE!

EveryDay

with Rachael Ray

March, 2012

"These are some of my favorite...SIPS AND SNACKS!"

1. You'll hear these **Black Forest Ham and Gruyère Empanadas** as much as I do. \$40 for 6, froghollow.com **2.** I drink mango-and-vanilla-infused **Organic African Nectar Tea** while taping the *Rachael Ray* show! \$10, mightyleaf.com **3.** Sprinkle **Loeb's Onion Crunch** on hot dogs, soups or in dips. \$3.50, onioncrunch.com

< RACHAEL



PHOTOGRAPHY BY CHARLES MASTERS



April 24, 2012

Crunchy Salad Toppers



Call me boring but I eat a big colorful, protein-packed salad every day for lunch (that's my actual trusty container you're looking at!). My salads are usually a rotation of spinach or mixed greens + chicken breast or tuna + tomatoes + cucumbers + bell peppers + raw nuts or bean sprouts + balsamic/olive oil (3:1 ratio).

I find that by eating a daily salad, Monday to Friday, my energy levels remain sky-high and I simply function better overall. After eating this way for 4 years, I can honestly tell you that I never crave sugar in the afternoon anymore. Gone are the mad dashes to the vending machine at 4 P.M. But what I do miss is the flavorful crunch of croutons.

Thankfully in my job, new (sometimes

outrageous) food products cross my desk weekly,

but rarely do any make it in my lunch rotation – until now. Here are two crunchy options that I am loving now. And I think you would too!

1. **Omega Crunch Shelled Flax in Roasted Garlic** (\$14) adds that subtle hit of garlicky goodness with the anti-inflammatory benefits of flaxseed.

2. **Onion Crunch** (\$4) delivers the crispiness of a roasted onion. I'm not going to lie, it is simply fried onions so there is little nutritional value. But when consistently eating clean, your diet can afford a few discretionary calories. It keeps things exciting, which helps keep healthy habits in check.

Follow me on Twitter @helenvong

May 20, 2012

Serial Entrepreneur Nick Loeb Goes Gaga for Crispy Onions

By *Laura Tate, Editor* - [Leave a Comment](#)

Nick Loeb, a former senatorial candidate and recent boyfriend of “Modern Family” star Sofia Vergara, has taken his passion for creativity to a crunchy place.

Loeb, whose endeavors, in addition to dabbling in a run for the Florida Senate, includes making documentary films and operating an environmental consulting firm, launched his newest effort, Onion Crunch, because of a serious love of crispy onions.

“I’m a serial entrepreneur,” Loeb told Delicious Voyages recently, but the real reason Loeb decided to launch his own food product was his love of crispy onions that he found served with meals throughout Europe, but not in the United States.

Throughout the years, he raved about the crispy onions so much that, “My friends suggested I start a company and launch a product.”

Americans seem to love them as much as he does. Since Onion Crunch launched 12 months ago, it can be found in 9,000 stores nationwide. The product will soon be tested at Soup Plantation restaurants in California, and can be found at stores like Ralphs, Fresh and Easy, Cost Plus, Smart and Final, Sprouts, and in the fall, at Safeway and Vons. The crispy treat was even served at Angel Stadium concessions stands and Ameci’s Pizza serves them on the side with deliveries.

“I wanted to go to a hot dog stand and have crispy onions. That’s all I wanted,” Loeb, who is involved in the flavor development of Onion Crunch, said of his crispy onion dream.

As for the future, Loeb says politically he might consider another run in a few years, but for now, he’s working on new flavors, such as barbecue, chipotle, Parmesan and Kosher bacon, as well as other crispy products.

“I hope I can grow this business into a successful national and international business, create a successful brand utilizing my creativity, create jobs, and provide me freedom to do the things I love to do.”

Here’s a couple favorite hot dog recipes, just in time for summer.

Cowboy Dog

100% All Beef Frank

BBQ Sauce

Cheddar Cheese Sauce

Mustard

Bacon

Onion Crunch® topping

2 hot dogs

3/4 cup chili with beans

1 slice bread

1/4 cup shredded Cheddar cheese

2 tablespoons prepared yellow mustard

2 tablespoons Onion Crunch®

Directions:

Place the hot dogs onto a microwave safe plate and cook in the microwave 1 to 2 minutes until hot. Place the chili into a microwave safe bowl and microwave 1 to 2 minutes until hot. Slice the hot dogs in half lengthwise, and place onto hot dog buns or a slice of toasted bread; sprinkle with the cheese, the chili, mustard and top with Onion Crunch®.





June 12, 2012

Nick Loeb's Onion Crunchy, Bacon-Wrapped Hot Dogs

Whip it up: grab some Onion Crunch



5



Nick Loeb is a former Florida Senate candidate, Sofia Vergara's ex, and not Lisa's brother. But none of that's important anymore, because he's also the proud father of an amazing new condiment called Onion Crunch: basically the completely delicious, onion ring version of Bac-Os.

So that you may [bask in his triumph](#), he created an easy-to-manage Summer BBQ recipe, for which he takes hot dogs, stuffs them with said Crunch and so much more, wraps them in bacon, and lets your arteries deal with the outcome. Follow the photo gallery to learn how to make 'em, and enjoy.

GRILLED BACON-WRAPPED STUFFED ONION CRUNCH DOGS

By Nick Loeb

Ingredients

- 1 tsp ketchup
- 1 tsp Dijon mustard
- 4 large hot dogs, knockwurst, or kielbasa
- 1/2 oz cheddar cheese, cut into long sticks
- 2 Tbsp Onion Crunch
- 1 cup refrigerated sauerkraut, drained, roughly chopped
- 4 slices bacon
- Vegetable oil
- 4 long hot dog buns

Instructions

1. Prepare your grill for direct medium-high heat.
2. Mix together ketchup and mustard in a small bowl. In a separate bowl, mix the sauerkraut with the Onion Crunch; set aside. Slice open the hot dogs, down the center, lengthwise, forming a deep pocket in each, but not cutting all the way through. Coat the inside of each hot dog with the mustard ketchup mixture.
3. Place a strip of cheese deep within the pocket of each hot dog. Top with sauerkraut and onions. Encapsulate the cheese at the ends with the sauerkraut mixture as well, so that no cheese is exposed (otherwise it will drip out when cooking).
4. Wrap a strip of bacon around each stuffed hot dog, securing with toothpicks at each end.
5. Coat your grill surface with vegetable oil. Place the stuffed hot dogs on the grill, stuffing-side down. Grill for 2min, until the bacon on one side is cooked; turn the hot dogs a quarter turn and continue cooking until bacon is done.
6. Remove toothpicks, place in toasted buns, and serve.



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Father's Day Gifts

by Esther Sung

on 06/14/12 at 03:00 PM



Father's Day is Sunday, June 17, and you've still got a few days to find a gift that he'll like and actually use. We've got our **Father's Day gift guide** that features a **DIY bacon kit** and **civet coffee beans** but in case you're *still* looking for something to give, here are a seven small goods that'll make a big impression.

5. Loeb's Onion Crunch

This isn't exactly a gift on its own (unless Dad has a particular affinity for fried onions), but if he loves hot dogs and you're throwing him a **hot dog party** for Father's Day, Loeb's Onion Crunch is worth adding to the mix. Shake some on for added texture, crunch, and flavor. (\$3.49 for a 6-oz. container, onioncrunch.com)



June 25, 2012



Jim Carrey sipping Bertaud Belieu rosé wine at the 3rd annual Onion Crunch summer kickoff barbecue in NYC.

HAMPTONS

Dispatch: Super Saturday, Art for Life, and More from the Biggest Weekend of Summer

AUGUST 01, 2012

Monsoon Jollifications

Despite a rainy forecast, Saturday was the most social day of the summer. Under the tents at [Super Saturday](#), I ran into Kelly Ripa, who was still talking about the year everyone almost got trampled fighting for Marc Jacobs bags. Nick Loeb, Sofia Vergara's fiancé, discussed his company, Onion Crunch, which makes a crispy onion topping for hot dogs. His grandparents, by the way, donated Picasso's *Seated Harlequin* to the Met.



August 20, 2012



4



ELLEN SEASON 10 - SEPTEMBER 10TH AT 4PM

NEW YORK'S NEW FAVORITE TOPPING



How that is good

• Johnny S: Those gymnasts are so ag

newyorklivetv.com

The man behind Onion Crunch: advice from a food and beverage all-star

Learn how one man brought an unknown condiment to the U.S., and how he launched and expanded it all across America.

September 16, 2012

Miami Beach, FL

Nick Loeb firmly believes that when opportunity knocks you must open the door even if you weren't expecting company. Throughout his career he has identified opportunities in different industries, from environmental engineering to condiments, and moved on them even though industry players would consider him an outsider. So far this has worked out well for him.

Influenced by his passion for food, Loeb discovered a condiment product that he loved as a child when he lived in Denmark with his Father. And when he returned as an adult remembered the product. The product was not available in the United States yet his gut told him that it would be a huge hit with American consumers. The timing, however, wasn't right. He didn't pursue the opportunity then, but he didn't forget about it either.

"Onion Crunch is currently in over 10,000 locations across the country, an amazing feat for a relatively new product."

Seven years later, when the time was right, Loeb launched Onion Crunch in the US. Onion Crunch is a crispy onion topping made from fried onions. Perfect for salads, casseroles, pizza and hot dogs, just to name a few, these crispy onion delights are seasoned to perfection.

As Loeb's example shows, having patience is an important trait of successful entrepreneurs. Rushing into a business venture leads to costly mistakes. He spent over 7 years preparing and waiting to launch Onion Crunch until all the elements finally fell into place.

Like most startups in the food and beverage industry, Loeb faced significant challenges in converting his idea into a tangible product. Many of the lessons he learned along the way are applicable for food and beverage entrepreneurs.

The first key challenge he encountered was finding the right manufacturer willing to work with a startup. At first, when he was approached by a US company who offered to produce the condiment, they wanted to start with a million-pound run! For a start-up company with no customers, this wasn't realistic.

The second challenge was price. The companies that were interested in manufacturing his condiment at realistic production levels wanted exorbitant prices which would have made Onion Crunch unaffordable for consumers. His concept was to bring a European product to the US in simple packaging that would appeal to Americans and not be considered or viewed as fancy food. This required affordable pricing.

In time, the manufacturers he approached faced healthy competition from new competitors which significantly reduced the product costs, allowing Loeb to achieve his retail price point and finally allowing him to launch Onion Crunch.

With the production challenge resolved, Loeb set his sights on marketing and promotion. Some of the tools he used successfully were social media and in-store sampling. When consumers taste Onion Crunch, they enjoy it and want to buy it. This helps address the challenge of distribution as customers who try it tend to ask for it. Key channels like supermarkets are also interested in carrying Onion Crunch because it brings innovation to a product category – condiments – that hasn't seen many new products in a long time.

Onion Crunch is currently in over 10,000 locations across the country, an amazing feat for a relatively new product. As the company focuses its resources on refining distribution and reaching more consumers, we are certain to hear more about this food and beverage all-star in the years to come.

To learn more about condiments and network with professionals from the food and beverage industry visit the 16th Annual Americas Food and Beverage Show being held in Miami Beach on September 24th and 25th. Visit <http://www.americasfoodandbeverage2012.com>. Register in advance for special discounts.

October 8, 2012

An Onion Crunch to relish

By JENNIFER GOULD KEIL

Last Updated: 3:54 AM, October 8, 2012

Posted: 10:56 PM, October 7, 2012

SIDE DISH

Move over mayo and ketchup. Nick Loeb is banking on getting Americans addicted to a new

condiment: Onion Crunch.

Loeb has just teamed up with the Old Homestead Steakhouse to create a new hamburger adorned with the condiment that they hope will win the New York City Wine & Food Festival's Blue Moon Burger Bash hamburger contest on Friday.

"We are very excited to be part of the competition," said Loeb, the son of banker John Loeb, who was former President Reagan's ambassador to Denmark.

The junior Loeb claims Onion Crunch, which he discovered during his childhood in Scandinavia, to be the first new condiment introduced in America since salsa.

His fiancée, "Modern Family" star Sofia Vergara, is also a fan of the product. "She loves putting it in tomato basil soup," he said.

Loeb has invested \$5 million in the Netherlands-based company that produces the topping. It was launched 18 months ago and is now available in stores, including Safeway and Walmart and, locally, Fairway and D'Agostino.

To prepare for the burger bash, the owners of the Old Homestead, Greg and Marc Sherry, turned to Romeo DiBona, the executive chef at Atlantic City's Old Homestead Borgata, to create something new with Onion Crunch.

They went through 90-to-100 creations over two months, testing a dozen different rolls, 48 toppings and eight different cheeses.

The favorite: a prime beef/brisket mix with sweet onion marmalade, gooey bubbly cheese, pepper slab bacon, and Onion Crunch on a roll.



CONDIMENT CRUSADE
Chef Romeo DiBona and chow.

An Onion Crunch to relish

By JENNIFER GOULD KEIL

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jkeil@nypost.com





**Page
Six®**

October 12, 2012

We hear . . . we hear . . .

THAT **Sofia Vergara** doesn't eat red meat but made an exception to sample the Old Homestead Steakhouse entry in the NYC Wine & Food Festival's Blue Moon Burger Bash, topped with fiancé **Nick Loeb**'s Onion Crunch.

NEW YORK POST

**Page
Six**
Emily Smith
Ian Kohr
Stephanie Smith
Mara Seidler

October 12, 2012

That **Sofia Vergara** doesn't eat red meat but made an exception to sample the Old Homestead Steakhouse entry in the NYC Wine & Food Festival's Blue Moon Burger Bash, topped with fiancé **Nick Loeb's** Onion Crunch.



October 12, 2012





October 12, 2012





October 22, 2012





Nick Loeb: Tailgating With Onion Crunch

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Topics

- Onions
- Supervalu Inc.

7:06 a.m. PDT, October 22, 2012

Sofia Vergara's fiancée, Nick Loeb, joined us live to tell us all about Onion Crunch. Onion Crunch is the ONLY ALL-NATURAL topping that can be sprinkled on to bring out the crispiness of a roasted onion flavor on salads, sandwiches, dips, soups, spreads, baked potatoes, vegetables, steaks, pizza, hotdogs and hamburgers! In a single year Nick Loeb has launched Onion Crunch in over 15,000 retail stores nationally including Ralphs, Costco and all of **Supervalu's** banners, as well as venues across the nation. Additionally, Onion Crunch

can be found at food locations such as Souplantation, Sweet Tomato, Jerry's Wood-Fired Dogs and Lucky Dogs. For more information on Nick Loeb and onion crunch, you can go to <http://www.onioncrunch.com/>.