

'Modern Marvels' turns the camera on Marini's

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History Channel show on SC candy shop's chocolate-covered bacon *12/7/11* airs today



DAN COYRO/SENTINEL

A tourist snaps pictures of Yanira Cruz dipping bacon in chocolate at Marini's at the Beach on the Municipal Wharf. Marini's chocolate-covered bacon is being featured on the History Channel show 'Modern Marvels' today.



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Kaitlin McCormick drizzles maple frosting onto the chocolate-covered bacon.

By ISAAH GUZMAN

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SANTA CRUZ — When you think of modern ingenuity, or candy for that matter, you probably don't think of chocolate-covered bacon.

But more than three years ago, Marini's of Santa Cruz thought the odd combination of sweet and salty would in fact make a great treat, and the History Channel thought the idea was ground-breaking enough to feature it on its program "Modern Marvels."

A show usually dedicated to advances in science, technology and mechanics is featuring brothers and co-owners Nick and Gino Marini, fourth-generation Santa Cruz candy makers whose family business has been known for almost 100 years for its endless rainbow of saltwater taffy and gummy candies.

"Vegetarians and vegans stay away," Nick Marini said of the chocolate-covered bacon. "But almost everybody gives it a shot."

The episode, which was filmed almost a year ago, first

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Tourists sample the chocolate-covered bacon at Marini's at the Beach on the wharf.



Jill Vecchione brings a new batch of bacon out of the oven at Marini's on the wharf.

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MARINI'S

Continued from C1

aired Dec. 5 but is scheduled to air again on the History Channel at 6 and 9 p.m. today.

Perhaps more intriguing than the thought of chocolate-covered pig is the fact that the sweet and salty candy seems to be loved by people everywhere.

Chocolate-covered bacon is now selling at stores all over but Marini's Candies is "pretty much the self-proclaimed founders of it," Nick Marini said.

He said a cousin came up with the idea.

"We've always dipped things in chocolate," Nick Marini said.

"We'd dipped potato chips."

Since the "Modern Marvels" episode aired, the Marinis said sales have exploded the same way they say a person's taste buds do when they try Marini's hottest new creation.

Gino Marini was dipping bacon at 6 a.m. Tuesday and said his employees would be dipping until the late evening to keep up with orders.

"Since the show aired we've probably sold upward of 200 pounds of chocolate-covered bacon," Gino Marini said. "One lady ordered 100 pounds just for herself."

Yet for all the orders they're putting out, the Marinis are producing nothing compared to the other candy makers featured with them on Modern

Marvels, something that makes the brothers proud.

Also featured on the program are Lemonheads, Mike and Ikes and Starlight Mints, companies that put out millions of pieces annually. Marini's, meanwhile, has just three local stores: one downtown, one on the wharf and one at the Boardwalk.

Nick and Gino were originally told the show would air in February, then didn't hear from History Channel producers until a few hours before the show aired.

"So we weren't really prepared for the craziness that's happened since then," Gino said. "All these million-dollar factories, huge companies, then me and my brother doing it."

IF YOU WATCH

WHAT: Marini's Candies of Santa Cruz appears on the History Channel's Modern Marvels

WHEN: Scheduled for 6 and 9 p.m. Saturday

WHERE: On the History Channel's secondary channel, H2. That's channel 276 on Comcast and 271 on DirectTV.

DETAILS: Marini's is featured as a Modern Marvel for its chocolate-covered bacon. The local company, co-owned by fourth-generation candy makers and brothers Nick and Gino Marini, is included with big-time manufacturers Lemonheads, Mike and Ikes and Starlight Mints. The episode first aired Dec. 5.