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Mar 4 · 4 min read · [Listen](#)



World, Meet Loops!

Who is he, and where did he come from?



Hello, dear friends. Every so often in life, there comes a day that is so epic, so momentous, so legendary that mere words struggle to describe its life-altering importance.

Today is one of those days.

That's right folks, today at Pretzel HQ we are celebrating. We are joyous. We are downright ecstatic. For unto us a Pretzel is born; unto us a bun is given. And his name shall be Loops. World, meet our new mascot!



Loops is an all 'round badass carb creation. He's salty yet sweet; tenacious yet sensitive. He's a virtuosic gamer; a streamer and a dreamer. Heck, he's a pretzel with opposable thumbs.

Curious about our new BFF? Our Director of Awesomeness Kyle recently caught up with the doughy little fellow for a good ol' fashioned Q&A. Read on, friends, to meet the new Prince of Pretzel.

Q: Where and when were you born?

A: Like any self-respecting pretzel, I was born in Pennsylvania. The year was 2020, and my parents were trying to ride the great YouTube sourdough craze sweeping the nation. They put some homemade dough in the oven, but turns out they didn't use enough yeast... because I was what came out. They thought about eating me for a few weeks until I started talking. Glad I was a fast learner.

Q: Are you salty or sweet?

A: I'm both, actually! For my first birthday, my mom made me a strawberry cake. I really liked it and wanted to be just like it when I grew up, so I jumped into the cake when no one was looking. I was halfway in before my parents could pull me out. We never could get all the icing off, so half of me is sweet, sweet strawberry to this day. The other half is traditional salty.

Q: Mmm that sounds really yummy...

A: Stop looking at me like that, Kyle.

Q: Sorry. Where did you go to school?

A: By the time fall 2021 rolled around, it was college time. My folks had enrolled me at Penn State to follow in the family business, but I had other plans. The week before classes started, I packed my bag (aka computer), climbed out the window from my Philly bedroom, and hitchhiked to New York City, 1970s style, to become a famous content creator.



Q: You were supposed to go to college as a 1 year old?

A: Like I said, I'm a fast learner.

Q: So how did NYC work out for you?

A: Knot great, to say the least. I was subletting a 3 bedroom loft in Bushwick split by 27 roommates, trying to focus on my streaming career. But even though I'd been practicing my whole life, I couldn't get a single viewer. I tried Gaming. I tried Just Chatting. I even tried Pools, Hot Tubs, and Beaches. But no matter what I did, the viewer count stayed at zero.

Q: What was the turning point for you?

A: I was in a coffee shop one day drinking a \$12 Americano when some music came on the radio. It was utterly transfixing and a lightbulb went off: maybe my mission in life wasn't in gaming or being a strawberry dessert — maybe it was in music. I then dedicated every salt grain of my being to finding and sharing music with the masses.

Q: What are you most looking forward to in your new gig at Pretzel?

A: First off, I'm ecstatic to finally have a name. (Being known only as "That Pretzel Guy" for the first two years of life is a fate I wouldn't wish on anyone.) I'm also really stoked to be working with new musicians & labels, and generally being surrounded by music-loving, carb-craving creators all day.

Q: What do you do for fun?

A: When I'm not salting the rim of a glass or taking a dip in my local cheese pond, I'm big on self care (believe it or not I'm naturally very good at yoga). I never shy away from a good cause, and am always on the lookout for new technology, artists, and Twitch-ers. I'm also an avid beer brewer, and I'm learning how to play the ocarina, Zelda-style.

Have your own question for Loops or just want to welcome him to the crew? Tweet him @Pretzel_Rocks!

Cheers,
The Pretzel Team