WHAT ARE POP ROCKS®?

POP ROCKS® are small pieces of hard candy that have been gasified with carbon dioxide under superatmospheric pressure (about 600 psi). When these gasified sugar granules come in contact with moisture (saliva, milk, soft drinks, etc...) the candy dissolves and the gas retained inside the carbon dioxide bubbles is released, causing the characteristic crackling and fizzing sounds.

WHO MADE IT?

“Carbonated Candy” was invented in 1956 by William A. Mitchell, a chemist at the General Foods Company, while looking for a way to make instant carbonated soda. Initially thought to be a failure, the formula was put away and forgotten until 20 years later when another chemist found it and reworked the recipe into the POP ROCKS® you enjoy today!

AN URBAN LEGEND?

Little Mikey didn’t explode from drinking soda and POP ROCKS®. The actor is alive and well in New York.

The rumor got started because the product would fizz up when drunk together with soda. In reality, POP ROCKS® generate less gas than half a can of soda. Despite full-page ads in 45 major publications, some 50,000 letters to school principals, and an FDA hotline, this urban legend still pops up from time to time.