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Larry King — from broadcast to bagels

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Just days after announcing he will be quitting his CNN interview show in the fall, Larry King has found a new job that takes him right back to his Brooklyn roots — promoting a new bagel franchise.

King, 76, is to play a key role in promoting and developing the franchise business for the Original Brooklyn Water Bagel Co, and help

with training and seminars, the company said on Thursday.

The Florida-based franchise is a quick-service restaurant chain that creates Brooklyn-flavored water and uses it in bagels, sandwiches and coffee.

King, who was born in Brooklyn and whose father was a restaurant owner, is apparently a big fan.

"After experiencing the product first hand, Brooklyn Water Bagel brought back childhood memories — one bite and I was back in Brooklyn," King said in a statement.

King said on Tuesday he was stepping down from his low-rated talk show "Larry King Live," citing a desire to spend more time with his 7th wife and their two young sons.

His surprise announcement left CNN scrambling to fill the hole in its 9 p.m. nightly slot — and a rumor mill of potential candidates.



The front-runners are reported to include the already workaholic "American Idol" presenter and radio DJ Ryan Seacrest; sharp-tongued Briton Piers Morgan — currently a judge on "America's Got Talent"; and Joy Behar, one of the hosts of morning chat show "The View" and who also has her own well-rated show on CNN's sister channel HLN.

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