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CNN's Larry King Trades the Anchor Chair for the Bagel Business

The longtime host of *Larry King Live* announced his retirement this week -- and joined forces with a Florida-based bagel shop.



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Consider it a schmear campaign. Larry King may be stepping down from his eponymous CNN talk show, but the suspender-loving 76-year-old isn't slowing down -- and plans to make his mark in the bagel business.

The longtime host of CNN's *Larry King Live* -- who will turn over the microphone this fall, after 25 years and more than 40,000 interviews -- just became a financial partner in the Original Brooklyn Water

Bagel Company, a Florida-based (yes, Florida) bagel shop whose slogan is, "It's all about the water." And it is -- the company uses patented water-treatment technology to achieve the "perfect" water quality beyond the Big Apple's borders. New York's bagels are seen as the holy grail of the hole-y food, but few have been able to replicate the purity, water and temperature of Brooklyn's famed water supply.

King, a Brooklyn native, will lend "his name and his stature to an expansion effort" that will bring this authentic New York bagel to Beverly Hills -- by way of Florida, of course.

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