

Exclusive Interview: Eric Berniker on Pirate's Booty Float in Macy's Thanksgiving Day Parade: "We're Excited to Be a Part of That Family Tradition"



 By Cortney Cordero

Each year, on the morning of Thanksgiving, many families around the country tune in to watch the Macy's Thanksgiving Day Parade. This year, the parade embarks on its 88th journey through the streets of Manhattan, but some floats are making this well-known trek for the first time. Pirate's Booty, an American smart snack food company best known for their rice and corn puffs, is debuting their first float for the event, a pirate ship named the "Treasure Hunt" that measures 40 feet tall, 38 feet long, and 8 feet wide.

Exclusive Interview with Pirate's Booty Executive

In an [exclusive interview](#), Eric Berniker, Vice President of Consumer Engagement and Innovation at Pirate's Booty, recently chatted with us about the experience of participating in this famous parade. "Over the past few months, Pirate's Booty has worked closely with the Macy's Design Studio to bring the pirate ship float to life," he says. "We were thrilled to unveil the float at Macy's Studio Day last week."

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For Thursday's special event, this larger-than-life float has to condense down to travel from the Macy's Studio in New Jersey and through the Lincoln Tunnel before taking its place in the lineup for the parade. After that, the float will make its way from 77th Street down to 34th Street to stop in front of the famous Macy's storefront. Sabrina Carpenter from Disney Channel's new show *Girl Meets World* is set to perform on the float. Plus, the Pirate's Booty characters Crunchy the Parrot and the Pirate will be on board.



The Pirate's Booty Pirate in front of the "Treasure Hunt" float. Photo: Mark Tully/Pirate's Booty

In addition to getting their new float ready, Pirate's Booty has been running a contest called "Share Yarr Thanksgiving Traditions," which gives some lucky fans the chance to win an all-expense paid trip to New York City and experience the Macy's Thanksgiving Day Parade from VIP seating in 2015. "We've received so many great submissions, but two of our favorites include: Dana S. from Texas, who said her favorite Thanksgiving tradition is going to feed the homeless early in the morning so that everyone can have a great Thanksgiving, and Arlene V. from Minnesota, who said her family carves a pirate out of a block of butter so they can use it on their Thanksgiving table as decoration," Berniker shares.

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This year, the smarter snacking company is thankful to get the chance to show their stuff in the parade. "The Macy's

Thanksgiving Day Parade is a part of what makes Thanksgiving such a uniquely American holiday, bringing wholesome fun into millions of homes year after year," Berniker explains. "We're excited to be a part of that family tradition and to bring Pirate's Booty to life with the 'Treasure Hunt' float." For those who are unfamiliar with Pirate's Booty, the snacks are non-fried, gluten- and additive-free. Currently, they produce the puffs in four different flavors: Fruity Booty, Aged White Cheddar, Sour Cream and Onion, and Veggie. "Pirate's Booty Aged White Cheddar is our most popular flavor," says Berniker, who also lets us in on things to come. "Next year, Pirate's Booty will release new, delicious flavors!"

Tune in to NBC on Thursday, November 27th at 9 a.m. (all time zones) and witness the "Treasure Hunt" as it takes its inaugural sail down the streets of Manhattan. Happy Thanksgiving!