

Science-Driven Roasting Rack Innovation- Topsy Turkey Seeks Brand Partnership for Scalable Market Expansion

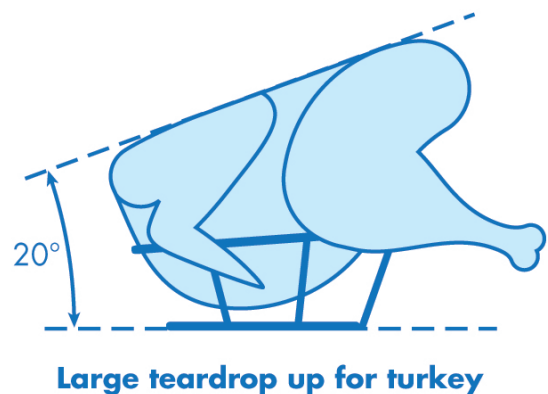
Topsy Turkey's patented rack uses gravity for juicier poultry. With 27,000 units sold and national retail success, it seeks a brand partner for wider growth.

COLORADO SPRINGS, CO, UNITED STATES, May 13, 2025

/EINPresswire.com/ -- [The Topsy Turkey/Choice Chicken Roasting Rack](#) is a fully developed, patented innovation poised for acquisition, licensing, or brand partnership. This unique product has already demonstrated market traction, selling 27,000 units, and earning shelf space in major retailers such as Cost Plus World Market, Giant Eagle Super Markets, Natural Food Grocers, Lowes.com, Kroger.com, and select Ace Hardware stores. With proven consumer demand and national retail validation, the [Topsy Turkey/Choice Chicken](#) is ready for its next phase of growth with the right brand partner.

A Simple Science Solution to Dry White Meat

For generations, home cooks and professionals have struggled with the same problem: dry white meat, especially when roasting turkey for the holidays. The Topsy Turkey/Choice



Chicken Roasting Rack solves this issue with a simple, yet scientific approach—changing the position of the bird during cooking. Instead of the traditional method, which places the bird on its back, causing gravity to pull juices away from the breast, this rack inverts the bird at a precise 20° angle. This allows the natural juices and fats from the back to flow down into the breast, self-basting the white meat and resulting in a juicier, more flavorful meal.

Versatility and Year-Round Appeal

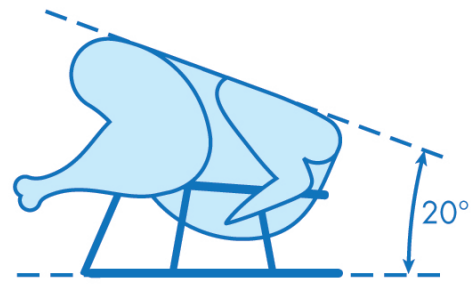
Originally designed for turkey, the rack's 2-1 design also accommodates whole chickens, expanding its utility far beyond holiday meals. Given that chicken is the most consumed meat in the US, Canada, and EU, this product is positioned for year-round use, making it a staple for everyday cooking as well as special occasions. Its compatibility with ovens, grills, smokers, and even air fryers ensures broad appeal across all cooking platforms.

Market Validation and Media Recognition

The Topsy Turkey/Choice Chicken Roasting Rack has already proven its appeal. A quick appearance on the The Today Show sold thousands of units, a testament to its immediate consumer resonance. In total, 27,000 units were sold in its initial launch period, and the product has been carried by prominent retailers across multiple channels with a strong track record of [five-star ratings](#).

No Direct Competition-Truly Unique IP

Unlike traditional roasting racks, there is no other product on the market that addresses the core issue of dry white meat by leveraging gravity and bird positioning. The patented teardrop design is exclusive, offering partners a clear competitive advantage and a compelling story for consumers seeking better results from their poultry cooking.



Small teardrop up for chicken



Ready for Acquisition, Licensing, or Brand Partnership

With its proven sales record, strong retail presence, and unique value proposition, the Topsy Turkey/Choice Chicken Roasting Rack is ready for its next chapter. The product is fully developed, IP-protected in three countries and the EU, and scalable, making it an ideal candidate for acquisition, licensing, or a strategic brand partnership. Topsy Turkey is seeking to partner with an established, recognizable brand to elevate its distribution and scale sales. This is a rare opportunity to bring a simple, science-backed innovation to a broader audience and redefine how millions experience poultry at home.

About Topsy Turkey

Topsy Turkey is a pioneering kitchen innovation company founded to solve a common cooking problem: dry white meat in turkey and chicken. Their patented 2-in-1 roasting rack uses simple science to invert poultry at the perfect angle, allowing natural juices to flow into the breast meat for a juicier, more flavorful meal. Since its launch, Topsy Turkey has sold over 27,000 units and earned placement in major retailers including Cost Plus World Market, Giant Eagle, Natural Food Grocers, Lowe's, Kroger, and Ace Hardware. Their mission is to revolutionize home cooking by delivering practical, science-backed solutions that enhance everyday meals and holiday feasts alike. For more information, visit www.topsyturkey.com or contact jrickstrew@topsyturkey.com.

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