Jerry Seinfeld’s Pop-Tarts obsession is turning into a Netflix movie

Jerry Seinfeld is perhaps best known for co-writing and starring in *Bee Movie* (fine, also for co-creating one of the most beloved televised sitcoms). But since that daring project, he hasn’t really returned to feature-length films. That’s about to change — *Deadline* and *Variety* report that Seinfeld is co-writing, directing, producing, and starring in *Unfrosted*, a new film about the origins of Pop-Tarts, for Netflix.

Seinfeld’s fascination with the toaster pastry is well-documented, featuring the breakfast food in his stand-up and in a *New York Times* video interview on joke writing. Seinfeld is penning this film exploration alongside Spike Feresten and Barry Marder — two of *Bee Movie*’s co-writers — using the classic stand-up bit as a jumping off point. Will it be a humorous spin on a *The Founder*-style origin story? Hard to say, but clearly Seinfeld has thoughts.

[embedded content]

Unfrosted has been shopped around for the last few days according to *Deadline*, but Seinfeld’s existing relationship with Netflix is what helped seal the deal. Besides featuring the comedian’s modern stand-up specials, Netflix also secured the rights to Seinfeld’s popular interview show *Comedians in Cars Getting Coffee* in 2017 and will be the go-to location for anyone looking to binge old *Seinfeld* episodes later this year.

This is definitely another example of Netflix reinvesting in

the relationships with comedy talent it’s been cultivating for the last several years (see Adam Sandler’s Netflix-based streaming empire), but it also just seems like the kind of goofy film idea that could only get greenlit in the heady excesses of our current streaming era.

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