



# Chang company sole chile crunch

Who owns 'chili Crunch'?

David Chang, chef and founder of Momofuku restaurant group, has sparked backlash over the company's attempt to own the sole rights to the term "chili crunch". Now, small business owners have accused Momofuku of trademark bullying.

Why did David Chang apologize for 'chili Crunch'?

David Chang issued a public apology on his podcast amid criticism over his company Momofuku attempting to trademark the term "chili crunch." Chang, chef and founder of Momofuku, and Momofuku CEO Marguerite Mariscal said on the April 12 episode of Chang's podcast, "The Dave Chang Show," that they were no longer enforcing the trademark.

Does David Chang have a 'chili Crunch'?

David Chang's spicy, umami-packed chili crunch has become an industry leader, but the Momofuku Goods founder was previously looking to dominate the market altogether--including the term "chili crunch"; itself.

Did David Chang trademark 'chili Crunch' for Momofuku?

The celebrity chef and Momofuku's CEO addressed the controversy in a recent episode of Chang's podcast and announced plans for the future of the trademark. David Chang has come under fire from the food community for trying to trademark the term "chili crunch" for his brand Momofuku. John Salangsang / Rene Johnston / Getty Images

Is 'Chile Crunch' still a trademark?

(Marvin Joseph/The Washington Post) After days of public backlash over enforcing their trademark for "chile crunch," a term widely viewed as generic among producers of the Asian condiment, celebrity chef David Chang and his Momofuku company have reversed course and announced that they will no longer enforce it.

Is David Chang trying to enforce his trademark on chili Crunch?

Celebrity chef David Chang is taking heat from fellow Asian food producers -- from chefs to smaller consumer packaged food brands -- who say they are disappointed by how he's chosen to try to enforce his trademark on a widely consumed, beloved chili crisp condiment, Chili Crunch.

Chang is reportedly the "owner of all trademark rights" of "chili crunch" and "chile crunch." But some people in the food industry believe the words should be considered too generic to trademark ...

Momofuku acquired trademark rights to "chile crunch" last year from Denver-based Chile Colonial, according to The Guardian. ... Chang's company filed to trademark "chili crunch" on March 29. Many of the chili crunch



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brands currently on the market, however, are crafted by mom-and-pop makers, many of whom have roots in China, where the ...

Celebrity chef David Chang's company Momofuku has issued cease-and-desist letters to numerous smaller companies for using "chili crunch" to describe their own products -- including at least one ...

David Chang's Momofuku Goods, which has created controversy this week after sending cease-and-desist letters to other companies that call their product "chili crunch" or "chile crunch" ...

A company in Denver, Chile Colonial, already owned the trademark to "chile crunch," which some experts say gave the company common-law protections for the use of the alternative spelling using ...

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David Chang, chef and founder of Momofuku restaurant group, has sparked backlash over the company's attempt to own the sole rights to the term "chili crunch". Now, small business owners have ...

Chang's company Momofuku also has a business selling food -- and the first product listed on its website is its chili crunch. That, in turn, has led to Momofuku receiving a trademark on the phrase "chile crunch" -- with the ...

David Chang's Momofuku brand is targeting food brands like Homiah and M&#236;L&#224; with cease-and-desist letters claiming trademark infringement over "chili crunch" products. Momofuku is targeting "chili crunch" food brands with cease-and-desist letters claiming trademark infringement of its own chili crisp product.

Update, April 16: David Chang officially apologized on his podcast Friday for the chili crunch trademark controversy. His company Momofuku was widely criticized for sending cease and desist...

Celebrity chef David Chang's Momofuku is under fire for trying to trademark "chili crunch" and targeting small businesses making the condiment with cease-and-desist orders. Is Momofuku being a trademark bully or protecting its brand? ... (Photo : Shop.momofuku ) David Chang's Momofuku Chili Crunch. Spicy Showdown .

Chang, who owns the food company Momofuku, is attempting to trademark the terms "Chili Crunch" and "Chile Crunch" with the U.S. Patent and Trademark Office (USPTO). In the process, the company has sent cease and ...



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Momofuku acquired "chile crunch" in 2023 from the Denver company Chile Colonial, LLC as part of a legal settlement. Chile Colonial had taken legal action against Momofuku for "trademark infringement, unfair competition", according to court documents. I'm curious about the details of that case.

We spent a decade tweaking the formula in our restaurants to lock in the perfect amount of spice, crunch, and umami. With three types of chilis, crunchy garlic and shallots, each bite is expertly balanced. Developed by David Chang and the Momofuku Goods team, Chili Crunch is packed with the same chef-approved ingredients we use in our restaurants.

David Chang, chef and founder of Momofuku restaurant group, has sparked backlash over the company's attempt to own the sole rights to the term "chili crunch". Now, small business owners have ...

The company filed its trademark application on March 29 with the USPTO. It already owns trademark rights to "chile crunch" in the US. It's a move that has angered numerous producers of ...

Chang's Momofuku, which has a big business selling pantry items -- including a spicy oil with bits of seeds and spices called "Chili Crunch" that it began selling widely in 2020 -- is ...

Chang is reportedly the "owner of all trademark rights" of "chili crunch" and "chile crunch." But some people in the food industry believe the words should be considered too generic to trademark.

Chang's company Momofuku also has a business selling food -- and the first product listed on its website is its chili crunch. That, in turn, has led to Momofuku receiving a trademark on the phrase "chile crunch" -- with the intention ...

Momofuku does own the trademark rights to "chile crunch", registered with the USPTO. Momofuku acquired "chile crunch" in 2023 from the Denver company Chile Colonial, LLC as part of a legal settlement. Chile Colonial had taken legal action against Momofuku for "trademark infringement, unfair competition", according to court documents.



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