

# Allegheny West

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# Magazine

## Penguins chips latest product brokered by Robinson firm

Over the past 20 years, Brian Koeberle of Robinson-based Koeberle Law Firm has brokered numerous deals with high profile sports figures and leagues to produce foodstuffs skirting the line between snack food and collectible. Some of the products he's been behind include Fleury Flakes, Bleier's Brew and Brett Keisel "the Diesel" salsas.

Koeberle's latest deal has resulted in the Pittsburgh Penguins Power Play Potato Chips, which hit Giant Eagle store shelves in February, just as the Penguins are vying for a playoff spot. Koeberle negotiated a deal to produce the chips between his client PLB Sports Inc., the Pittsburgh Penguins organization and the NHL. The officially licensed chips, unveiled during a press conference Feb. 27 with Penguins player Robert Bortuzzo, are being sold exclusively at Giant Eagle stores. They are available either as kettle cooked sweet and spicy or wavy.



As with other sports-centric collectible foodstuffs Koeberle has helped produce, a portion of sales will go toward a charity, this one being the Pittsburgh Penguins Foundation. The charity operates programs to raise awareness of concussions in youth hockey, purchase



tablets for schools and raise money for charities through its raffles. The charity is also spending \$2.3 million to build 12 dek hockey rinks in the Pittsburgh area, including one it recently completed at Settlers Cabin Park.

**ABOVE:** Brian Koeberle of Robinson-based Koeberle Law Firm has brokered a deal with the Pittsburgh Penguins to produce the Pittsburgh Penguins Power Play Chips, available in kettle cooked sweet and spicy or wavy. Proceeds from sales of the chips will support the Pittsburgh Penguins Foundation's charitable efforts.  
**LEFT:** Pittsburgh Penguins player Robert Bortuzzo signs autographs during a press event for Pittsburgh Penguins Power Play Chips Feb. 27.