



The following is an excerpt from the new  
“A Daily Dose of Bitachon”  
written by Rabbi David Sutton

## POPINSANITY AND THE POWER OF “ח”

On the topic of relying on Hashem and not on others, the *Chovos HaLevavos* quotes the following *pasuk*: בָּרוּךְ הַגֵּבֶר אֲשֶׁר יִבְטַח בֵּה' וְהָיָה ה' מִבְּטָחוֹ — *Blessed is the man who trusts in Hashem, then Hashem is his security (Yirmiyah 17:7).*

This *pasuk* is seemingly redundant. If you are relying on G-d, doesn't that clearly imply He's your security? The answer is that there are various levels of relying on Hashem. On one level, you can rely on G-d but you also rely on others, such as for business and for other matters.

On a higher level, you can choose to rely solely on G-d and on nothing else — so that all things will happen through G-d.

*Mr. Yaakov Goldenthal started his career as a musician in Monsey, New York. To increase his livelihood, he decided to open a cafe there. After all the preparation, time, effort, and investment, the cafe was abruptly shut down. He took a big loss and tried to recoup some of his investment by selling off as much of the equipment as possible. Ultimately, he was left with a \$300 popcorn machine that sat collecting dust in his basement. Sometime later, when he and his wife were throwing a party for their daughter, he rented a cotton candy machine and brought up the popcorn machine as well. His wife, tired of seeing it in the house, said that after the party it would have to be placed on the curb.*

*At the party, one of the girls requested sweet popcorn. Yaakov decided to experiment and mixed some of the cotton candy ingredients with his popcorn. The guests all loved it!*

*After the party, he got a phone call from the girl's parents, asking if they could buy more of the sweet popcorn. Word spread and he, with his friend and partner Aaron Zutler, started selling the flavored popcorn. Slowly the popcorn company grew, but there were plenty of bumps in the road.*

*Then, suddenly, in November 2018, came his big break: Television star Oprah Winfrey listed the popcorn, called Popinsanity, on her annual list of "Oprah's favorite gifts." Suddenly business quadrupled! The company's staff started putting in 16-hour days. They were selling 10,000 pounds of popcorn per week — at \$18 per bag! "Artisanal Popcorn," they called it. The media said it was propelled by the "power of O," but Yaakov says it was the Power of H — the Power of Hashem.*

*People pay well for advice on how to reach Oprah with their products, but his "lucky break" came due to a "chance" encounter with an Oprah staffer at a trade show.*

*Could anyone have planned this? "Hmmm, let's take this kosher popcorn from Monsey and get some of it over to Oprah to taste. Get it on her list, it'll be great! We'll sell it for \$18 a bag." No. No one could plan that out.*

*Yaakov Goldenthal's unlikely success story illustrates that while we have to work and try to earn a living, whether our efforts are crowned with success is entirely in the realm of hashgachah pratis. He could have pursued Oprah's endorsement relentlessly and come up empty-handed. Instead, he made himself available for blessing, and it rained down upon him.*

When we try to analyze the story, it really is insanity. A business gone bad and a leftover popcorn machine became a large, successful business.

Rabbi Moshe Malka *a"h*, head of Mosdos Ohel Moshe in Bnei Brak and Elad, once said that G-d has a special spray called "Charm Spray." When He sprays it on a product, it flies off the shelves.

We must realize that our success in business and in life does not rely on the middlemen: the executives, the promoters, the buyers, the bosses, the neighbors, etc. We have to “make the popcorn,” but only Hashem can turn it into a shower of blessing.

**PRACTICAL TAKE-AWAY**

*With belief in Hashem’s control of our success, we need not be afraid to take a reasonable risk on a venture that seems promising. All we need is Charm Spray!*