

## PRODUCTS 2023

It's simple, give consumers what they like, and they buy more!  
We only sell popular products & flavors eaten frequently by consumers. We know popcorn!



### S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- \$25 Recommended Retail
- 10 ⅔ cups | 7oz



### SEA SALT POPCORN

- Only three simple ingredients popped in oil make this simply delicious American favorite
- \$50 Recommended Retail
- 28 Snack Packs (0.65oz ea)



### SWEET & SALTY KETTLE CORN

**MORE CUPS THAN CLASSIC, REPLACES CLASSIC CARAMEL**

- Perfect flavor, more popular with consumers and popped in equipment unique to the industry
- \$15 Recommended Retail
- 6 cups | 3.5oz



### WHITE CHEDDAR POPCORN

**REDUCED RETAIL FROM \$25 TO \$20 & 9OZ TO 6OZ**

- Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)
- 16 ⅔ cups | 6oz



### UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- \$25 Recommended Retail
- 12 Microwave Bags



### SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- \$25 Recommended Retail
- 6 ⅔ cups | 14oz



## POPPING CORN

- ⑦ All natural, popping kernels for those who enjoy making popcorn from scratch
- ⑦ \$17 Recommended Retail
- ⑦ 28oz



## CHOCOLATEY PRETZELS

- ⑦ Perfect blend of pretzel crunch covered in chocolatey goodness
- ⑦ \$30 Recommended Retail
- ⑦ 12oz

PRODUCT	RECOMMENDED RETAIL	US RETAIL POPCORN MARKET
SWEET & SALTY KETTLE CORN	\$15	\$200MM
POPPING CORN	\$17	\$100MM
WHITE CHEDDAR POPCORN	\$20	\$550MM
UNBELIEVABLE BUTTER MICROWAVE POPCORN	\$25	\$850MM
S'MORES POPCORN	\$25	-
SALTED CARAMEL CORN	\$25	\$100MM
CHOCOLATEY PRETZELS	\$30	-
SEA SALT POPCORN	\$50	\$450MM

Our Products & Flavors Are \$2.25 Billion Out Of \$2.8 Billion Total, Or 80% Of US Retail Popcorn Market



Continued colors, pictures & 70%+ stays local; it's working!

Continuing Thank You statement & highlighting future leaders

Weaver Statement

QR Code to purchase additional online products

Nationally Licensed



**Trail's End**