



WHY POPCORN?

- ✿ Everyone Loves Popcorn!
- ✿ Popcorn is very Profitable.
- ✿ Popcorn is versatile:
 - ✿ Regular Popcorn
 - ✿ Caramel Corn
 - ✿ Cheese and "Savory" Flavors
 - ✿ Candied Flavors
 - ✿ Kettle Corn
- ✿ Long shelf life
- ✿ Very easy to train staff and gives labor flexibility.
- ✿ Very little to ZERO waste.
- ✿ Great Promotion Opportunities.
 - ✿ Super Bowl
 - ✿ March Madness
 - ✿ Coupons
 - ✿ Tie-ins
 - ✿ \$ off
- ✿ Easy to Sample.
- ✿ Easy to Create Multiple, High-Impulse Displays.
- ✿ Makes your store Unique!