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## Peter Popple launches healthy wholegrain popcorn



Peter Popple has launched a new range of 'air popped' wholegrain popcorn that claims to be healthier than oil-cooked snacks.

It is available in independent stores now and comes in four flavours: Cheddar Cheese; Salt & Vinegar; Fruit Chutney; and Golden Syrup.

Founder of the company Louise George said: "There was a gap in the market for a balanced, fun, healthy and tasty snack, so we conducted trials with flavours and ingredients to create something that was a real alternative to crisps and regular salty snacks."

Peter Popple becomes the latest a line of new entrants to the popcorn category, including premium crisp maker Tyrrells, which launched its own popcorn last year.

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