

Coverage Achieved: Trade

The screenshot shows the website 'thegrocer' with the tagline 'the business of food and drink retailing'. The article is titled 'Wholegrain popcorn from Peter Popple' and is dated 29 June 2011. It is categorized under 'Crisps, nuts and snacks, industry news'. The article text describes a new range of 'air popped' wholegrain popcorn and mentions Peter Popple's Popcorn is available in independent stores. A 'Read more' link is provided. Below the article, there are 'Login' and 'Register' buttons. The right sidebar contains 'TOP JOBS', 'Related articles' (listing 'Popcorn maker aims to double turnover', 'Tangerine eyes 'next level' after stake sold to Blackstone', 'Itsu to target retailers with new Asian snacks', 'Popcorn popularity fails to explode despite NPD', and 'Tyrrells goes proper push with popcorn'), and a 'Digital Edition Latest Issue' section. The footer contains navigation menus for 'Features', 'News direct to you', 'About this website', 'Grocer Jobs', and 'Related websites', along with contact information for William Reed Business Media.

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the business of food and drink retailing

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Wholegrain popcorn from Peter Popple

thegrocer.co.uk
29 June 2011
In: Crisps, nuts and snacks, industry news
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A new range of 'air popped' wholegrain popcorn that claims to be healthier than oil-cooked snacks is targeting mums.

Peter Popple's Popcorn is available in independent stores now and comes in four flavours: Cheddar Cheese; Salt & Vinegar; Fruit Chutney; and Golden Syrup.

"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" said founder Louise George.

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.

Read more
Corn Again extends gourmet popcorn bags (Convenience Store; 25 June 2011)
Popcorn popularity fails to explode despite NPD (21 May 2011)

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VAT No. 644 3073 52.

