


# Coverage Achieved: Trade

The Food & Drink Innovation Network

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## NEW SNACK BRAND PETER POPPLE'S POPCORN LAUNCHES

July 6th, 2011



Peter Popple's Popcorn is a new "healthy snack" for kids and the family, made with 'Mums in mind'.

The new product is being launched as a lunchbox/picnic filler or an anytime treat.

The range is made with only natural flavours and ingredients and is 'air popped' meaning it's cooked without using greasy oils.


Peter Popple's Popcorn comes in four flavours – Cheddar Cheese, Salt & Vinegar, Fruit Chutney and Golden Syrup.

Louise George, the founder of Peter Popples, 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."

**"We worked hard to create something that kids, mums, even the dads would love, it's popalicious!"**

"The brand is based on Peter Popple, a young scientist who loves everything that goes pop and the science behind it, but out of all of his experiments Peter's passion is making the perfect popcorn."

Peter Popple's Popcorn comes in 20g servings designed to be convenient as a healthy and nutritious wholegrain.



Each portion is equivalent to more than half of one daily portion of brown rice or wholewheat pasta.

Its low in fat (under 100 calories per pack) and light in texture, so doesn't fill kids up in place of a regular meal, but does leave consumers feeling fuller for longer than most snacks.

It even has a dose of B vitamins to boost energy levels.

Peter Popple's Popcorn is on sale in good independent retailers and delicatessens and customers can also purchase the popcorn online via the 'popshop' at [www.peterpopples.com](http://www.peterpopples.com).

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