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BREAKING

## Peter Popple's Popcorn launches as healthy new snack

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Peter Popple's Popcorn is a new healthy snack for kids and all the family, made with 'Mums in mind'. It's great 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 lots of greasy oils. It comes in four family friendly 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 handy 20g servings and as a healthy and nutritious wholegrain, 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 its light in texture, so doesn't fill kids up in place of a regular meal, but does leave you feeling fuller for longer than most snacks. It even has a dose of B vitamins to boost your energy levels.

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

**Source: Peter Popple's Popcorn**

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