

# Coverage Achieved: Trade



The screenshot shows a trade website for Peter Popple's Popcorn. At the top, there is a banner for 'LIVE LUGGAGE' with the text 'Flat motor technology built into the wheels to assist when going up gradient and kerbs' and images of luggage. Below this is the 'FOOD & DRINK NEWS' logo. The main content area features four bags of Peter Popple's Popcorn in different flavors: Cheddar Cheese, Salt & Vinegar, Fruit Chutney, and Golden Syrup. To the right of the popcorn bags are images of 'Squib' fish sauce and 'CONSTAR' products. Below the popcorn bags is the heading 'Peter Popple's Popcorn' followed by a detailed description of the product, its ingredients, and its benefits. The text includes a quote from Louise George, the founder, and information about where to purchase the popcorn. At the bottom left of the page is a Twitter icon. On the right side of the page, there is a vertical sidebar with various logos and advertisements, including 'Food-network.com', 'Engineering Solutions POWER ENGINEERS', 'F J G LOGISTICS LTD', 'WALSH MUSHROOMS', and 'www.kayservalby-honey.de'.

**LIVE LUGGAGE**  
PA SERIES / AG SERIES

Flat motor technology built into the wheels to assist when going up gradient and kerbs

**FOOD & DRINK NEWS**

**Peter Popple's Popcorn**

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.

"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" says Louise George, the founder of Peter Popples. "We worked hard to create something that kids, mums, even the dads would love, it's poppicious!"

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.

There are vibrant labels on the packaging which showcase the character 'Peter Popple' and it comes in clear bags for consumers to see and understand the product

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 kids and mums' 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 'pophop' at <http://www.peterpopples.com/> and the brand can be found on Facebook at <http://www.facebook.com/pages/Peter-Popples-Popcorn/151184571570971> and Twitter.

twiiter

**Squib**  
LITTLE FISH SAUCE

**CONSTAR**

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