

CONFECTIONERY FLAVORED POPCORN



The perfect snack that blends the crunch of popcorn along with the taste of America's favorite cookies.



Cookie Pop Popcorn is delicious fluffy popcorn with bursts of cookie flavor. There are two flavors to choose from at the moment: Chocolate Chip and Cookies & Cream. Not only will the innovated flavor pairing of popcorn and cookies make you come back for more, but you can snack guilt-free as each serving is only 150 calories. Cookie Pop was created by founder, Frank Florio, when he put popcorn on his Oreos at home. This product combines his love of two different snacks- popcorn and cookies. A third flavor will also be introduced in 2017. It opens up popcorn to a whole new flavor profile. It is also loaded with polyphenols that act as antioxidants and reduce inflammation. Not to mention that it is naturally a whole grain and provides health benefits.

Cookie Pop Popcorn is manufactured by Perfect Snax Prime, LLC. Frank Florio claims that he took notice of two successful brands at the time, Angie's and Skinnypop, who sell similar products. The different cookie flavors of Cookie Pop are what set them apart from the rest. They have already shipped the product internationally and are closing deals with grocery stores in the US. The company continues to come up with innovative ideas and hopes to have licensing with Chips Ahoy in the near future. The current trend of convenience helps raise popcorn sales in general.

KEYPOINTS

1. Innovation of flavors have attracted a huge following
2. Perfect opportunity for a seasonal treat or all year long go-to snack
3. Multiple flavors can be paired with the popcorn-customers like the variety of options

CITED SOURCES

- Walmart; \$3.83; 1 ½ cups (28g)
- Angie's – Angie's Boom Chicka Pop Frosted Sugar Cookie Flavored Kettle Corn
An addictively delicious savory snack that ties in holiday season flavors. All natural flavors, no corn syrup, Non-GMO, Kosher and Gluten Free.
- Skinnypop - Premium popcorn paired with sunflower oil & salt. No GMOs, gluten or preservatives. Skinnypop is the perfect savory, guilt-free snack.
- Doc Popcorn - A limited edition of cookies & cream. This savory snacks blends multiple tasty flavors of kettle popcorn with white chocolate and chunks of cream filled cookies.

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