



Popcorn



CLASSIC FLAVORS

- Kettle Corn
- Caramel Popcorn
- Triple Play Popcorn™
- White Cheddar Popcorn
- Buttered Popcorn
- Lean Pop

SPECIALTY FLAVORS

- Butter Toffee Almond Crunch™
- Pecan Cinnamon Roll Crunch™
- Macadamia Coconut Crunch™
- Caramel Cashew Crunch™
- Butter Rum Cashew Crunch-**NEW!**
- Home Run Pop™

WHY LEHI VALLEY

- We offer a variety of packaging solutions.
- Professional design service team
- Fresh made to order.

WHY POPCORN

- American consumers eat around 14 billion quarts of freshly popped popcorn per year.
- 70% of that popcorn consumed at home.
- The top four popcorn flavors are Salted, White Cheddar, Cheddar, and Kettle Corn
- Dollar Sales grew in 2022—one of only three groups in snacks to do so.
- Units were down only .2 over 2021.
- Growth in 2023 is coming from new trends such as spicy, better for you, and more indulgent flavors.

Pricing:

Item Name	Dollar Sales		Unit Volume	
	2022	2021	2022	2021
Potato Chips	24.6%	24.7%	27.2%	27.3%
Tortilla/Corn Chips	20.4%	19.4%	22.0%	21.1%
Puffed Cheese	10.7%	10.2%	10.4%	10.0%
Nuts/Seeds	9.7%	10.8%	11.8%	12.6%
Mixed	4.7%	5.1%	4.0%	4.4%
Popcorn (ready-to-eat)	4.6%	4.3%	7.4%	7.6%
Pretzels	4.3%	4.3%	3.4%	3.4%
Crackers	4.1%	4.3%	3.4%	3.4%
Other Salty Snacks	16.9%	16.9%	9.5%	9.6%

Great Taste. Better People.

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