

PRODUCTS 2023

It's simple, give consumers what they like, and they buy more!
We only sell popular products & flavors eaten frequently by consumers. We know popcorn!



S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- 10 ⅓ cups | 7oz



SEA SALT POPCORN

- Only three simple ingredients popped in oil make this simply delicious American favorite
- 28 Snack Packs (0.65oz ea)



SWEET & SALTY KETTLE CORN

33% MORE POPCORN, REPLACES CLASSIC CARAMEL AS ENTRY LEVEL ITEM

- Perfect flavor, more popular with consumers and popped in equipment unique to the industry
- 6 cups | 3.5oz



WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theaters, makes it more flavorful and popular (air popped in '22)
- 16 ⅓ cups | 6oz



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- 12 Microwave Bags



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- 6 ⅓ cups | 14oz

*Average return to local Councils, Unit's and Kids based on all Trail's End product sales.

**Councils to select their own product mix.



POPPING CORN

- ✓ All natural, popping kernels for those who enjoy making popcorn from scratch
- ✓ 28oz



CHOCOLATEY PRETZELS

- ✓ Perfect blend of pretzel crunch covered in chocolatey goodness
- ✓ 12oz

PRODUCT	US RETAIL POPCORN MARKET
WHITE CHEDDAR POPCORN	\$550MM
SEA SALT POPCORN	\$450MM
SWEET & SALTY KETTLE CORN	\$250MM
MICROWAVE POPCORN	\$850MM
S'MORES POPCORN	NEW TO MARKET
CHOCOLATEY PRETZELS	SEASONAL ITEM
CARAMEL CORN	\$200MM
POPPING CORN	\$100MM

2.4 Billion, 80% of
US RETAIL POPCORN MARKET



Continued colors, pictures & 70%+ stays local; it's working!

Continuing Thank You statement & highlighting future leaders

Weaver Statement

QR Code to purchase additional online products

Nationally Licensed



Trail's End™