



NEW MICROWAVE POPCORN

June 2021

INSIGHTS POPCORN: A CATEGORY IN IT'S BEST MOMENT



According to Nielsen, **microwave popcorn has grown just over 16%** in value and volume in 2020¹.



In January 2021, **Popcorn Maker Brands accounted for a 61% market share**, +4% compared to the previous year².



Just in Spain, **up to 53% of people** confessed that their **favourite experience is to give themselves small food whims such as popcorn**, ice cream or chocolate³.



¹ Nielsen

² IRI




³ Privalia. (March 2020).

NEW BUTTER FLAVOUR MICROWAVE POPCORN



Enjoy our new Casamayor Butter Flavour Microwave Popcorn



-  A new Butter Flavour Popcorn
-  Intense flavour and crunchy texture
-  One of the most demanded flavours by consumers
-  In **3 individual 90g bags** per box or one bag of **100g**

NEW IMAGEN OF RANGE POPCORN



New and attractive design image for the Microwave Popcorn family

New style and image, where popcorn and flavours stand out.



Perfectly popped in minutes



Gluten Free



SWEET POPCORN

SALTED POPCORN

BUTTER FLAVOUR
POPCORN

LOGISTIC OF POPCORN RANGE



| | Code | Description | Weight (g) per unit | Units per display | Displays per pallet | EAN Unit | EAN Display |
|------------|-------|----------------------------------|---------------------|-------------------|---------------------|---------------|---------------|
| NEW | 14156 | Butter Flavour Microwave Popcorn | 270 [3x90] | 12 | 154 [14x11] | 8425408017870 | 8425408017887 |
| NEW | 21290 | Butter Flavour Microwave Popcorn | 100 | 15 | 420 [35x12] | 8425408017856 | 8425408017863 |
| | 21273 | Salted Microwave Popcorn | 270 [3x90] | 12 | 154 [14x11] | 8425408017313 | 8425408017450 |
| | 21254 | Salted Microwave Popcorn | 100 | 15 | 420 [35x12] | 8425408252219 | 8425408252257 |
| | 14153 | Sweet Microwave Popcorn | 270 [3x90] | 12 | 154 [14x11] | 8425408017436 | 8425408017443 |
| | 14150 | Sweet Microwave Popcorn | 100 | 15 | 420 [35x12] | 8425408253216 | 8425408253254 |
| | 21269 | Raw corn to make Popcorn | 350 | 14 | 72 [12x6] | 8425408017252 | 8425408017269 |
| | 21271 | Raw corn to make Popcorn | 250 | 22 | 108 [12x9] | 8425408017412 | 8425408017429 |



GROUP

Drawing Smiles

Thank you



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PALOTES



Meivel



KELIA

