









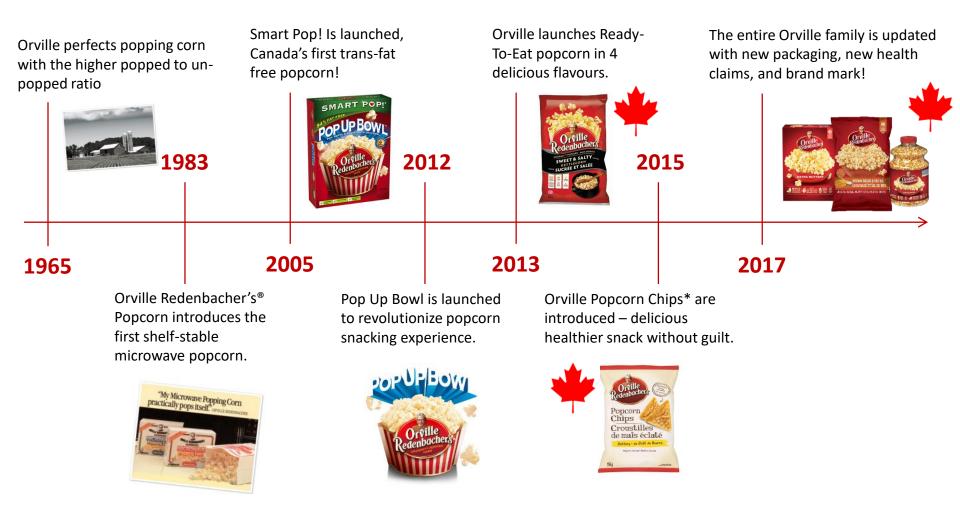






# **Orville Redenbacher History**





Orville Redenbacher brings tradition and best quality popcorn since 1970



#### **MR. REDENBACHER'S CHARACTER**

#### MARRYING ORVILLE'S ATTITUDE OF EXPERTISE & WARMTH TO CREATE AN AUTHENTIC PERSONA IN THE CATEGORY



#### EXPERTISE

- Life's work started at age of 12
- Discovers the ideal soil & wind patterns to create the perfect hybrid
- 30,000 hybrids over 35 years

#### WARMTH

- Community leader and educator of agricultural prosperity
- Manages Farms to ensure both family and community eats well
- Makes others happy with the best popping corn the world has tasted

# **Orville Kernels Assortment**



### Retail size (850g)





058807082866

058807488163

# Orville Ready to Eat Popcorn Assortment





# Orville Redenbacher is turning 50!



Orville Redenbacher dedicated his life to perfecting a lighter, fluffier popcorn for the whole family to enjoy.

Let's celebrate #1 Popcorn in Canada!







# Angie's BOOMCHICKAPOP History





# Real Simple Ingredients. Nothing Fake.





- ✓ Flavourful and Fun
- ✓ Real ingredients
- ✓ Transparent health claims
- ✓ Fun, Vibrant packaging
- ✓ Varied flavor offering to suit everyone!

# Angie's Core Ready to Eat Popcorn Assortment



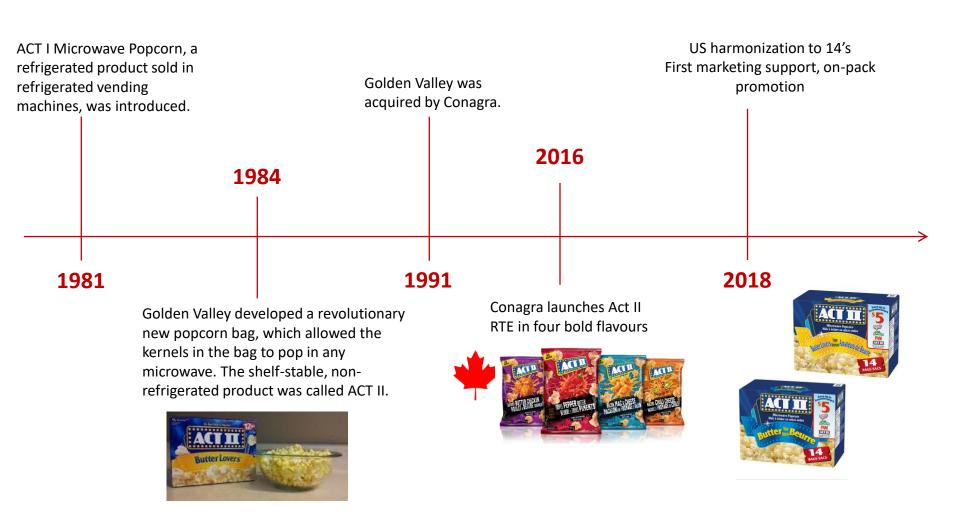






# Act II History







3 Pack	6 Pack	14 Pack
Butter Lovers 076150215342	MECONANE POPORIE	Butter Lovers   076150215335
	Kettle Corn 076150224139	
Recease Faces		ACCURATE PRICATE
Butter		Butter

# Crunch 'n Munch Overview





- Fluffy clusters of popcorn & roasted peanuts
- Whole-grain goodness of natural corn & protein-packed peanuts
- Crunch 'n Munch has been keeping mouths crunchin' & munchin' for nearly 6 decades!





# Crunch 'n Munch Assortment



### Small Box - 113g

### Large Box - 200g



Buttery Toffee 064144106806



Caramel 064144107209



Buttery Toffee 064144100453



Caramel 064144100460

# Jiffy Pop Overview





- With its self-contained stove-top popping corn, Jiffy pop offers a fresh homemade taste no microwave popcorn can match
- Since 1959, Jiffy Pop has been perfected using the finest corn kernels to create the ultimate popping experience
- Sales peak from May and September, as consumers tend to enjoy Jiffy Pop with outdoor activities, like camping.
- Jiffy Pop skew heavily towards HH with kids



064144150700