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## Popcorn Brands





**CONAGRA**<sup>TM</sup>  
• B R A N D S •



# Orville Redenbacher History



Orville perfects popping corn with the higher popped to unpopped ratio



1983

Smart Pop! Is launched, Canada's first trans-fat free popcorn!



2012

Orville launches Ready-To-Eat popcorn in 4 delicious flavours.



2015

The entire Orville family is updated with new packaging, new health claims, and brand mark!



2017

Orville Redenbacher's® Popcorn introduces the first shelf-stable microwave popcorn.



Pop Up Bowl is launched to revolutionize popcorn snacking experience.



Orville Popcorn Chips\* are introduced – delicious healthier snack without guilt.



\*Conagra exited Popcorn Chips in 2017

# 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)



058807488163

Club Pack (3.6kg)

Costco ONLY



058807082866

# Orville Ready to Eat Popcorn Assortment



	 SWEET & SALTY KETLECORN SUCRÉE ET SALÉE	MOVIE THEATRE BUTTER BEURRE COMME AU CINÉMA	 BROWN SUGAR & SEA SALT CASSONADE ET SEL DE MER	 SIMPLY SALTED SIMPLEMENT SALÉE	 WHITE CHEDDAR CHEDDAR BLANC
Impulse	70g  058807600787	50g  058807600794			
	Made to Commitment				
Retail	220g  058807600084	150g  058807600114	190g  058807083504	116g  058807600121	190g  058807600091



# 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! 🇨🇦





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**BOOMCHICKAPOP<sup>®</sup>**



# Angie's BOOMCHICKAPOP History



Angie's Kettle Corn transforms to Angie's **BOOMCHICKAPOP** as a strategic move to stand out on shelf with an eye catching name, and bright packaging

**2013**

**2001**

Angie and her husband Dan started the business in their own garage in Minnesota



Confident



Inclusive



Active



Makes Decisions for the Family



Enjoys Life



Health-Conscious

**2018**

Angie's BOOMCHICKAPOP is acquired by ConAgra. The BOOMCHICKAPOP brand inspires and empowers women thanks to Angie's vision and bright personality.











# 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

	Sea Salt	Sweet & Salty Kettle Corn	White Cheddar	Real Butter	Light Kettle Corn	Caramel Cheddar
<b>Retail</b>	198g 	136g 	128g 	125g 	142g 	170g 
<b>Unit UPC</b>	8 92773 00024 6	8 92773 00020 8	8 18780 01176 1	8 18780 01535 6	8 92773 00021 5	8 18780 01238 6
<b>Case UPC</b>	0 08 18780 01288 1	0 08 18780 01289 8	0 08 1878 01290 4	1 08 18780 01535 3	0 08 18780 01292 8	0 08 18780 01291 1
<b>Family</b>	255g 	397g 				
<b>Unit UPC</b>	8 18780 01473 1	8 18780 01474 8				
<b>Case UPC</b>	1 08 18780 01473 8	1 08 18780 01474 5				



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# Act II History



ACT I Microwave Popcorn, a refrigerated product sold in refrigerated vending machines, was introduced.

Golden Valley was acquired by Conagra.

US harmonization to 14's  
First marketing support, on-pack promotion

1984

2016

1981

1991

2018

Golden Valley developed a revolutionary new popcorn bag, which allowed the kernels in the bag to pop in any microwave. The shelf-stable, non-refrigerated product was called ACT II.



Conagra launches Act II RTE in four bold flavours





# Act II Assortment



3 Pack



Butter Lovers  
076150215342



Butter  
076150215359

6 Pack



Kettle Corn  
076150224139

14 Pack



Butter Lovers  
076150215335



Butter  
076150215366



# Crunch 'n Munch Overview



**The Sweet Treat With Less  
Sugar Than Other Sweet  
Snacks**

**Packed with Whole-Grain  
Goodness**



- 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



**FUN SNACKING  
IN A JIFF**

As much fun to make as it is to eat.

- 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