



Fact Sheet

- WHAT:** Aussie Crunch® is a breakout brand of “De-bloomin-licious” gourmet popcorn available in retail bags, gift tins, gift boxes and gift bags, with a fun Australian twist. Favorites like all natural caramel and white cheddar, as well as non-traditional flavors like all natural fudge caramel, mint and spicy white cinnamon, as well as red cinnamon, green mint and buttered, were inspired by a recipe that originated Down Under. Only best of class ingredients and proprietary recipes are used to give this special popcorn a one of a kind taste. Aussie Crunch® can be purchased at a number of specialty retailers and gift basket companies, 24 hours a day at <http://www.aussiecrunch.com> or during business hours at 404-POPCORN (404.767.2676) or 800.401.6534.
- WHERE:** <http://www.aussiecrunch.com> 404.POPCORN (404.767.2676), 800.401.6534
- WHEN:** At the winter fancy foods show January 17-19, 2010 at the Moscone Center North Building in San Francisco, CA. (Booth 776) and at the Atlanta 2010 Gift and Gourmet Show January 8-12, 2010 in Atlanta, GA. (Americas Marketing Building #3)
- PRESIDENT:** Tim Perry
- HOURS:** Aussie Crunch® can be purchased 7 days a week, 24 hours a day at <http://www.aussiecrunch.com> or during working hours at 404.POPCORN (404.767.2676) or 800.401.6534.
- CUISINE:** Favorites like all natural caramel and white cheddar, as well as non-traditional flavors like all natural fudge caramel, mint and spicy white cinnamon, as well as red cinnamon, green mint and buttered. Flavors can be purchased in 2 gallon, 3.5 gallon and 6.5 gallon signature tins, gift boxes, as well as retail bags and gift bags and sold individually at retail. Combinations of gourmet flavors are available in the tins.
- BRANDING DETAILS:** The Aussie Crunch® logo is designed to resemble both a cuddly Koala and a delicious kernel of freshly popped popcorn. Literature features an adult fable detailing how Aussie Crunch® came to be.
- FOR MORE INFORMATION CONTACT:** Tim Perry
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