

BUFFALO TRACE COUNCIL 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!



\$25

S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- 10 2/3 cups | 7oz



\$50

SEA SALT POPCORN

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



\$15

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



\$20

WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theaters, makes it more flavorful and popular (air popped in '22)
- 16 2/3 cups | 6oz



\$25

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



\$25

SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- 6 2/3 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.

