

# **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!



### S'MORES POPCORN

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



# SEA SALT POPCORN

OVER

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



#### 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



#### WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theaters, makes it more flavorful and popular (air popped in '22)



#### 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



#### SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
   6% cups 11/07

\*Average return to local Councils, Unit's and Kids based on all Trail's End product sales. \*\*Councils to select their own product mix.



# POPPING CORN

 All natural, popping kernels for those who enjoy making popcorn from scratch
 28oz

CHOCOLATEY

 Perfect blend of pretzel crunch covered in chocolatey goodness

PRETZELS



## HONEY ROASTED PEANUTS

- Honey Roasted Peanuts, sweet and crunchy, seasoned with pure sea salt and a delectable honey coating.
- Available on Show-N-Sell order only.



2.4 Billion, 80% of US RETAIL POPCORN MARKET





**AYS LOCA** 

Trail's End

Square