



BIOGRAPHY

Brian Taylor is founder and president of Kernel Season's LLC, America's number one brand of popcorn seasoning. As president, Taylor oversees all aspects of the company, including product development, operations, sales and marketing.

Taylor, a life-long popcorn lover, developed the concept for Kernel Season's while creating custom flavors for his popcorn in his dorm room at the University of Michigan. Friends and fellow students came knocking on the door asking for the special seasonings. Taylor saw an opportunity to create a branded popcorn seasoning that offered a tasty and natural alternative to salt and butter.

During his final two years at the University of Michigan, Brian worked with a team of flavor experts to develop the full line of 14 all-natural popcorn toppings. Using money from summer jobs, Brian officially launched Kernel Season's after graduating from the University of Michigan in 2000.

Brian's tasty twist on popcorn has "popped up" all across America. Kernel Season's is now available as a free shake-on topping at more than 14,000 movie theater screens nationwide. Kernel Season's also offers shakers for home use, which may be purchased at more than 15,000 grocery stores across America including Wal-Mart, Safeway, Super Target, Food Lion and Blockbuster Video.

Brian is an active member of the Young Entrepreneurs Organization, National Association of the Specialty Food Trade and National Association of Concessionaires. He was recently accepted to the University of Chicago Graduate School of Business.

A Chicago native, Brian and his wife, Katie, enjoy traveling and skiing together.

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