



## **Kernel Season's® Launches All Natural, Ready-to-Eat Popcorn**

*Kernel Season's Expands its "No More Naked Popcorn" Concept with Ready-to-Eat Product*

**Elk Grove Village, Ill., January 16, 2011** –[Kernel Season's®](#), the nation's number one brand of popcorn seasoning, is launching a new line of all natural, ready-to-eat popcorn making it easy to enjoy premium seasoned popcorn at home, work, school or on-the-go. The new popcorn line expands on the company's popular popcorn seasonings, popcorn spritzers and popping oils and gives popcorn lovers another reason to join the "No More Naked Popcorn" revolution.

"Consumers are looking for convenient snacks without compromising quality or taste," said Brian Taylor, founder and president of Kernel Season's. "Our popcorn helps fill a void for popcorn lovers looking for delicious, premium and wholesome popcorn at an affordable price point."

The new popcorn line features four mouth-watering flavors including: *Real Butter, Aged White Cheddar, Zesty Chipotle Nacho and Sweet 'n Salty Kettle Corn*. All four kosher varieties are a good source of whole grain, containing 9g - 16g of whole grain per serving. The popcorn is also made with 0 grams of trans fat, no artificial colors or flavors, natural sunflower oil, real cheese and clarified butter.

Each large size family bag has a suggested retail price of \$2.79 and will be available in retail locations across the U.S. in the spring of 2011.

### **Naked is Out. Experience a New Way of Eating Popcorn**

American's consumed 17 billion quarts of popcorn last year, leaving little doubt that popcorn is an all-time favorite snack. And, people of all ages are increasingly joining Kernel Season's "No More Naked Popcorn" revolution by "dressing up" their oil-, air- and microwave-popped popcorn with seasonings, flavors and oils.

Kernel Season's ready-to-eat popcorn takes this trend one step further by making it easy to enjoy premium seasoned popcorn at home, work, school or on-the-go. Plus, popcorn lovers don't have to worry about processed ingredients that are commonly found in pre-packaged snack foods.

### **About Kernel Season's**

Kernel Season's, headquartered in Elk Grove Village, IL, is the number one popcorn seasoning in the country. The flavors are all natural blends made with real cheese and are offered at over 27,000 movie theatre screens nationwide. They may be purchased for home use at more than 30,000 retail stores across America including Wal-Mart, Target, K Mart, Safeway, Food Lion and Blockbuster Video. Check the Kernel Season's store locator at

[www.NoMoreNakedPopcorn.com](http://www.NoMoreNakedPopcorn.com) to find a store near you, or to make a purchase online.

Kernel Season's product line:

- *NEW!* Kernel Season's Ready-to-Eat Popcorn:
  - Real Butter
  - Aged White Cheddar

- Zesty Chipotle Nacho
- Sweet'n Salty Kettle Corn
- Kernel Season's Popcorn Seasoning:
  - White Cheddar
  - Nacho Cheddar
  - Butter
  - Kettle Corn
  - Ranch
  - Caramel
  - Barbecue
  - Parmesan & Garlic
  - Sour Cream & Onion
  - Cajun
  - Jalapeno
  - Chocolate Marshmallow
  - Apple Cinnamon
  - Salt
  - Chili Lime
  - Salt & Vinegar
- Kernel Season's Popping Corn
- Kernel Season's Popcorn Spritzer
- Kernel Season's Popping and Topping Oil

To learn more, visit [www.NoMoreNakedPopcorn.com](http://www.NoMoreNakedPopcorn.com). If you are a member of the media, please contact Rachel Lukawski-Kuna at 773-610-8454 or [rachel@impressionspr.com](mailto:rachel@impressionspr.com).

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