

# My Popcorn Business Plan

Pop Artist: \_\_\_\_\_  
(my name)

My \_\_\_\_\_ is raising money so we can \_\_\_\_\_  
(group) (our cause/purpose for fundraising)

My personal goal is to sell \_\_\_\_\_ gallons of popcorn. Our group goal is \_\_\_\_\_  
gallons.

In order to reach my goal, I'm going to do these 3 things every day:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My Marketing plan is to reach out to family/friends/neighbors/community by the following methods:

(examples: facebook, email, phone calls, twitter, hire my parents, etc..)

My other business roles are:

- Treasurer: Totaling my orders, balancing my money and turn in the bottom of my form on time
- Distributor: Verifying my customer's orders and delivering them in a timely manner
- Customer Service: Thanking all my customers and confirming that they are happy

**It's time to count my profits. My group keeps 50% of all the items I sell. Yeah!**



### White Cheddar

The creamy tanginess of white cheddar, served up with the crisp toastiness of gourmet 'corn. Real cheese rules!



### Macadamia Magic

Whole Macadamia nuts and fluffy gourmet popcorn in a brown sugar glaze. Sweet, creamy, crisp 'n irresistible.



### Cookies & Dream

The chocolate bite of whole Oreo® cookies gets even better when they're tossed gently with freshly glazed French Vanilla popcorn.



### Chicago Chic™

Tangy Cheddarific popcorn mixed with rich Brown Sugar Caramel for perfect popcorn bliss. Thank you, Chicago!



### Fruit Rainbow

Sure, you (or the child in your life) really can have it all, especially if you want every flavor in the rainbow: real tangerine, real lemon, real apple, tart cherry and grape. Sweet, fun 'n yummy!

*"Delicious, macadamia nuts as big as the popcorn, too good!"*  
- Rachael Ray



### Kettle Corn

Lightly sweet, a little salty, perfectly crisp and ready for every occasion, a delicious tradition for 200 years.



### Spicy Cheese

When you pair the spicy bite of jalapeños with the cooling creaminess of crisp Cheddarific popcorn, it's clear you have a winner!



### Better Salt 'n Pepper

This is robust flavor. You will notice the cracked bits with their peppery bite, taste the sea salt's wealth and the corn's heartiness.

*"The most awesome snack we ever tried!"*  
- Chicago Tribune



### Milk Chocolate Drizzle

Rich milk chocolate hand-dripped over scrumptious Brown Sugar Caramel popcorn. Unforgettable.  
\*Available from Oct 1st through April 30th

### Deep Chocolate

It's easy to fall for this exciting new chocolate flavor sensation, especially when you know that it's Hershey's syrup.  
\*Available from May 1st through Sept 30th



### Brown Sugar Caramel

Popcorn perfection. Light, sweet and crisp, with buttery undertones and luscious, classic caramel flavor.



### Cheddarific

Divine real cheese. The taste of tangy cheddar soars to new heights on the crisp crunch of gourmet popcorn.



### Nutty Caramel

Roasted almonds, cashews, peanuts and gourmet popcorn in light, buttery caramel with a touch of brown sugar. Go nuts!



A Heavenly Experience

As seen on:



