



tonguet**teaser**

Fans of popcorn will already know that New Zealand Kettle Korn makes a lovely sweet variety. But new on the shelf is a no-sugar-added, less-than-40-calories-a-cup plain sea salt popcorn.

News director Matt Bowen rolled up first after I put the call out.

“I’m quite a fan of popcorn - yeah, it’s good. Doesn’t taste that fatty. I could imagine buying this and munching back on this in my car.”

One of the reporters in the room, I’m not sure which one, called him on that: “All to yourself?”

“With other people in the car,” he amended, before taking another handful.

The editor’s personal assistant wasn’t so keen on it.

“It’s bland,” Deanna Bayley said. But she perked right up when she found out it was just 40 calories a cup.

“It’s fresh. Fantastic on the calorie count. Great for the figure.”

Advertising features editor Lee Gilliland loved it.

“Sweet-tooths will hate it. I like it because I dislike heavily flavoured and salted popcorn. That’s nice.”



Business reporter Narelle Henson liked it for the same reasons.

“That’s quite nice.

It’s not too salty and nice and light. It doesn’t leave that slimy buttery feeling on your tongue. But Kettle Korn is an American name. They’ve spelt it in American.”

The PR release that came with it was lots of fun, too - working out just how easy it would be to burn off 40 calories: “Try just 30 minutes laughing with a pal, 36 minutes

smooching with a lover, less than eight minutes running around with the kids, or our personal favourite, 48 minutes napping. Looking for a few more reasons to try New Zealand Kettle Korn? It’s cholesterol free, sugar free, GMO free, a whole grain product, is certified gluten, soy and peanut free and is vegan friendly.”

Find 132g packs for \$3.49 in all major supermarkets and at The Warehouse.

Deborah Sloan