



SAVOURY SNACKS

What's driving sales in the savoury snacks aisle? Suppliers share their latest innovations and best-selling products.

New Zealand Kettle Korn Directors Michael Howe and Trent Brock are still surprised at the growth popped popcorn has experienced in the last three years. During this time, New Zealand Kettle Korn has cemented its position as the number two, value-ranked, popcorn manufacturer and as a favourite of many Kiwi households.

Howe and Brock recognised early on that there was a gap in the market for gourmet, batch-made popcorn and the proof is in the numbers. Aztec Data shows New Zealand Kettle Korn continues to experience strong double digit growth ahead of the overall category in both value and units year on year. "The data backs up what we knew all along, consumer choice is trending to healthier, gourmet snacking options," says Brock.

Excitingly, New Zealand Kettle Korn has also partnered with Eat My Lunch (EML). The EML concept is simple - for every lunch someone buys, they give another to a child in need. As an official partner New Zealand Kettle Korn has just launched an EML supporters' bag and donated \$20,000 to expand the programme. "We are thrilled to be in a position to help this amazing organisation," says Howe.

The latest offering is the all-new grab bag range (RRP \$2.00). "We feel this is the right size for the route trade and supermarkets at the check-outs," explains Brock.

Additionally, as an official licensee of NZ Rugby, New Zealand Kettle Korn will release a new limited edition All Blacks branded multi-pack this summer.

A bright future is ahead for this growing business!



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CONSUMER CHOICE IS TRENDING TO HEALTHIER, GOURMET SNACKING OPTIONS.”

TRENT BROCK - NEW ZEALAND KETTLE KORN

ALL NEW GRAB BAGS: 70G ORIGINAL, 80G CARAMEL, 44G SEA SALT
SUGGESTED RRP: \$2.00 (SAME VOLUME, LIGHTER PRODUCT)

- GLUTEN FREE A+
- SOY FREE A+
- DAIRY FREE A+
- PEANUT FREE A+
- ALL NATURAL A+
- NZ MADE A+



WWW.KETTLEKORN.CO.NZ