

ABOUT

Hello everyone! My name is Elizabeth Morrison, and I am the marketing director here at Poppin Joe's Kettle Korn. Let me be the first to welcome you to our new Poppin Joe's blog! This is where we will be discussing current and upcoming events, fundraising, news, and all things Kettle Korn!

I will be updating this blog periodically (my hope is at least once per week) to let everyone know what the latest happenings are at Poppin Joe's. We will also feature holiday and gift ideas, as well as recipes that can be made with our Kettle Korn.

Recently, we've been taste-testing new flavors, popping at local farmers markets, and helping customers just like you with fundraising opportunities! Our most recent fundraising event involved the Special Olympics, an organization that is close to Joe's heart and something he routinely participates in!

I hope that this blog finds you well, and we welcome any and all suggestions for future topics and postings from our readers! Feel free to leave a comment and let us know what you think, and we hope to 'pop' with you all soon!

BLOG ONE – TASTE TESTING FOR NEW SPECIALTY OFFERINGS

This past month, Joe and his parents were hard at work doing some flavor research for upcoming specialty flavor offerings! The flavor research process begins with simple pen and paper, when Joe comes up with a new idea of flavors he wants to test out. This month, he wanted to experiment with flavors for the upcoming holiday season. In order to protect Joe's prized ideas and preserve some mystery for our upcoming offerings, we'll only discuss some of Joe's ideas that he tested out but didn't make the cut for this year. Those flavors? Candy Cane, Eggnog, and Gingerbread. Each flavor posed its own difficulty in perfecting, so let's take a closer look at each one.

Candy Cane – For this flavor, Joe tried a few variations before deciding it would be better held off for another time. He tried popping with a bit of peppermint extract, including candy cane pieces in the mix, and even dying some of the kernels red to make a candy cane color mix! In the end, the extract seemed too artificial, the candy cane pieces made the Kettle Korn too sticky, and without the flavoring, the colors seemed a bit unenthusiastic to Joe.

Eggnog – This flavor was a bit more tricky, as the eggnog that Joe tried popping kernels with burned pretty quickly. Applying a spritz of eggnog to the finished kernels would require a preservative that Joe didn't feel comfortable using, and when attempting to use just a spice blend to land the eggnog flavor, something just didn't taste right, and Joe couldn't put his finger on it.

Gingerbread – The perfect blend of gingerbread spices was too difficult to nail down for this elusive flavor. Not enough ginger? It tasted more of cinnamon and nutmeg. Too much ginger? It quickly became spicy and felt more like a savory flavor when Joe tasted it. Maybe with some more ratio balancing, this flavor will make an appearance sometime in the future!

Ultimately, these flavors got away from Joe and won't be featured in our rotational offerings this year, but who knows? There's always next year!

BLOG TWO – A WEEKEND FUNDRAISER

Ever wondered what it would be like to fundraise with Poppin Joe's? Keep reading and see what it's like and how much fun you could have at your upcoming event!

Two of our customers, Edith and Bonnie, work closely with the Special Olympics in their area and decided to have Poppin Joe's out for some fundraising fun.

Poppin Joe's brought out the poppin' mobile and generously offered 50% of all proceeds to the Special Olympics chapter. Joe did some poppin' demonstrations, sold Poppin Joe's t-shirts that he designed, signed autographs, took photos with everyone, and even sat up in the dunk tank! The local Channel 5 News station showed up to cover the event and not only interviewed Joe, but matched his \$5,000 contribution to the Special Olympics.

It was a warm and beautiful day, and the turnout was fantastic! Everyone that attended had a great time.

Though Joe loves all fundraising opportunities he gets to participate in, this one was especially near and dear to his heart. Joe is a Special Olympian himself, and got to meet some local athletes at this weekend's event.

"We are so thankful for all that Poppin Joe's has contributed to our fundraising efforts for the Special Olympics. I am proud to be a Poppin Joe's customer, and will remain one for life!" -BONNIE

BLOG THREE – AMELIA ISLAND MARKETPLACE

This last weekend, Poppin Joe's paid another visit to the ever-popular Amelia Island Marketplace. It was a pleasant and seasonable Saturday for February, and the turnout was exemplary. Joe met lots of new customers and friends this weekend, as well as many returning folks coming to pick up a sack or two of Kettle Korn.

This weekend was also the debut of a new rotational flavor, Dill Pickle! It was a huge success for Joe, and he sold out of his stock after just four hours at the farmer's market. The flavor, however, is still available for fresh purchase on our Etsy site.

Though all of our patrons are valued and special, Joe met someone that sprouted a business venture for him this weekend that really made him smile. Dave, from Georgia County Liquors, approached Joe about carrying his products in several of his retail locations. This is a big step for Poppin Joe's, as it is the largest retail chain to offer our products thus far!

Poppin Joe plans to continue his presence at the Amelia Island Marketplace for the foreseeable future, being present every second and fourth Saturdays. It has been a routine source of joy for him getting to visit with his regular customers, as well as meeting new patrons every time he visits!