Liven Up Your Coffee Breaks With Portlebay Popcorn's New Cappuccino Flavour

Monday 20 July, 2015

Coffee breaks just got more fun with Portlebay Popcorn's latest creative flavour of gourmet popcorn, Cappuccino. Hand-popped and manufactured at The Poppery in Devon, this fun and delicious new variety is the **first** Cappuccino popcorn in the UK.

This July, the new Cappuccino flavour will be available from Budgens stores nationwide and independent delis and farmshops, followed by other multiples including Tesco, Soho Coffee and Thorntons' coffee shops in autumn 2015 (retail from £1.70 per 75g bag).

The Portlebay team believes that popcorn is one of those simple things in life that just seems to make you smile, and every brightly coloured packet contains a scoop full of that outdoor, sunny and carefree feeling. With its deliciously smooth and creamy frothy coffee characteristics, the new Cappuccino flavour will certainly do that. A treat to liven up your beach picnic, packed lunch in the park or coffee date with the girls, Portlebay Popcorn is an ideal alternative on-the-go snack.

Commenting on this latest addition, Jonty White, managing director of Portlebay Popcorn says: "Flavour is king here at The Poppery, so we're very excited to launch the first Cappuccino popcorn in the UK. With notes of silky caramel and a bitter hint of coffee, it's the perfect pick-me-up."

Inspired by his passion for sailing on the Salcombe estuary, combined with a love for healthier snacks made with the best ingredients, Jonty founded this premium snack brand in 2012. Already his company is a market leader and with its distinctive nautical-style branding, Portlebay Popcorn has seen a staggering 230 per cent sales growth in the last twelve months alone. Keen to share their success, Portlebay Popcorn donate 25 per cent of all online sales to their nominated charity CHICKS.

For further information on Portlebay Popcorn please visitwww.portlebaypopcorn.co.uk, emailletspop@portlebaypopcorn.com or call 01752 424 426. Follow Portlebay Popcorn on Twitter @portlebaypopcorn and 'Like' on Facebook.

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Notes to Editors:

1. Established in May 2012 by Jonty White with directors Neil Adams and Steve Wardlaw, Portlebay Popcorn is manufactured at The Poppery in Plympton, South Devon.

2. Portlebay has a whole range of delicious popcorn flavours made with specially developed natural seasonings such as their most popular Crispy Bacon & Maple Syrup. Their classic Sweet & Salty Kracklecorn is made by adding raw cane sugar into the pot just as the grains are popping to give a crunchy texture, followed by a sprinkling of sea salt to give that contrast in flavours.

3. Portlebay Popcorn is available in Boots, Tesco, Sainsburys, Morrisons, Budgens, Soho Coffee, Thorntons' coffee shops plus independent stores and farm shops nationwide.

4. Portlebay Popcorn supports the national charity, CHICKS who provide week long respite breaks for disadvantaged children from across the UK (www.chicks.org.uk).

For further information, photography or an interview with Jonty White, managing director of Portlebay Popcorn, please contact:

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