

POP! GOURMET POPCORN LAUNCHES RUB WITH LOVE® PRODUCT LINE WITH SEATTLE'S TOM DOUGLAS

Kent, Wash.-based popcorn company develops new flavors with iconic James Beard Award-winning chef



KENT, Wash. – (May 20, 2013) – [POP! Gourmet Popcorn](#) will debut its new Rub with Love® product line, developed in collaboration with Seattle’s iconic celebrity chef [Tom Douglas](#), this week at the Sweet & Snack Expo in Chicago.

“This is an exciting collaboration that we’ve been eager to announce for a while. It’s an honor to team up with a great Seattle culinary icon like Tom and introduce our newest product line,” said David Israel, founder and CEO of POP! Gourmet Popcorn. “We pride ourselves in partnering with local brands to provide the industry’s best high-quality and innovative popcorn varieties. Tom is an incredible person and his Rub with Love® spice blends make for delicious popcorn flavors.”

Through the cobranding partnership with Douglas, POP! Gourmet Popcorn has developed three varieties of savory popcorn using Douglas’ original Rub with Love® spice blends, including African Peri Peri, Chinese 12 Spice and Smoky BBQ with Northwest Cheddar.

“In a Eureka moment, I thought ‘Why not toss some vibrant Rub with Love® spices into a bowl of crunchy popcorn?’” said Douglas, James Beard Award-winning restaurateur. “I partnered with POP! Gourmet to come up with this tasty snack, so now you can enjoy a bag of Rub with Love® spicy deliciousness any time of day or night.”

The Rub with Love® varieties of POP! Gourmet Popcorn, as well as the company's other savory flavors, are made using butterfly popcorn kernels which are tender and hold the flavor of the savory seasonings better than the mushroom variety commonly used for sweet-coated popcorn.

POP! Gourmet Popcorn makes 15 handcrafted flavors, including Oprah Winfrey's favorite White Truffle Bliss, the best-selling and favorite of Eric Trump, Chocolate Salted Caramel; the Butter Toffee with ALMOND ROCA® Buttercrunch, and the [SOFI Award](#) finalist Rogue Blue™ made with Rogue Creamery Blue Heaven™ cheese. Each batch of popcorn is hand-popped in small batches using only the purest and freshest ingredients available, assuring that all POP! Gourmet Popcorn flavors are all-natural, non-GMO and gluten free.

POP! Gourmet Popcorn can be purchased online and from a number of other retailers across the country with prices starting at \$3.99 per bag. For more information about POP! Gourmet Popcorn, call 425-277-5225 or visit www.popgourmetpopcorn.com. "Like" POP! Gourmet Popcorn on Facebook at www.facebook.com/popgourmetpopcorn and follow on Twitter at www.twitter.com/popgourmet.

About POP! Gourmet Popcorn

Kent, Wash.-based POP! Gourmet Popcorn was founded in 2010 by David Israel, a Seattle entrepreneur, who wanted to revolutionize the gourmet popcorn industry, one kernel at a time. POP! Gourmet Popcorn is premium gourmet popcorn that is handmade in small batches, focusing on taste and innovation, and assuring that all of its products are all-natural, non-GMO and gluten free, containing the highest quality ingredients from around the world. For more information about POP! Gourmet Popcorn, visit <http://www.popgourmetpopcorn.com>, "like" them on Facebook at www.Facebook.com/popgourmetpopcorn or follow them Twitter at www.Twitter.com/popgourmet.

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