

Our annual campaign to focus public attention on cinema-going, **The Screentrade International Popcorn Challenge** celebrated its fourth year, this year, in London, England, at the Pilot Pub in Chiswick on June 25; and again on July 28 in Grand Haven, MI, at the Goodrich Grand Haven 9. This special event continues to grow in popularity and, in 2010, we welcomed several new international popcorn industry players. Thus, we were able to announce an increasing variety of exotic popcorn-types and toppings to introduce to movie-goers.



THE JUDGING

The public – always the best and fairest arbiter when it comes to judging popcorn taste – was asked to weigh-up several factors when deciding what they felt to be the best all-round popcorn offered on these two days.

IPC judging criteria included: the popcorn's **visual appeal** (e.g. color, size and texture of the popped kernel), also its **aroma** and **taste**, as the public sampled the various corns and toppings. In fact, each variety of corn was delicious and every topping flavor had its takers; and there was such variety – from savory to sweet to sweltering with the original, the tried-and-true richness of good old-fashioned butter maintaining a strong position. A hearty thanks to all the par-



THE RESULTS & IPC 2010 WINNERS

POPCORN

- 1st **Conagra** (USA)
- 2nd **NATAÏS** (France)
- 3rd **MacCorn's** (Scotland, UK)
- 4th **Preferred Popcorn** (USA).

TOPPINGS

- 1st **Kernel Season's** (USA):
White Cheddar and *Sour Cream & Onion* (tied first)
- 3rd **CornAgain** (UK):
Cinnamon
- 4th **Kernal Season's** (USA):
Chocolate Marshmallow
- 5th **Odell's** (USA):
Butter and **CornAgain** (UK):
Salty & Sweet (tied fifth).



ticipants of this year's Challenge. And, as our photo-collages show: the IPC remains a fun, relaxed event as well as representing a good, informal, opportunity for doing business. ☒