

Morrisons roll out of gourmet luxury toffee popcorn

Sephra Popcorn, made by a Kirkcaldy firm is fast finding its way onto more shelves, with an announcement that supermarket chain, Morrisons, will now stock more varieties.

Around 400 UK wide branches of Morrisons now stocking the company's Real Butter Luxury Toffee flavoured popcorn, and the supermarket will also sell a smaller 70g "Grab & Go" tub of each of Sephra's staple lines – Sweet, and Salty & Sweet in 800 of its UK Morrison Convenience Stores, which includes some branches of RS McColls.

Callum Bond, Sales & Business Development Manager at Sephra Popcorn which has its HQ in Fife said: "We are delighted to announce to both existing loyal customers of Sephra Popcorn, and to those who will now be discovering it for perhaps the very first time, that Morrisons have increased their range with us. They are an enthusiastic and supportive stockist who like to keep product lines fresh and exciting by offering their customers our new flavours and sizing options.

"We'd particularly like to thank Morrisons Scottish team for its support. Allowing us to trial Luxury Toffee in key Scottish stores, has proved be a springboard to a UK wide deal."

Callum said that while the Real Butter luxury Toffee Popcorn is available all year round "the rich and indulgent experience it provides, makes it particularly appropriate for the fast

approaching festive season, when customers are getting cosy with “at home” cinema nights, or pushing the boat out with parties and festive gatherings.

“The new deal with Morrisons is brilliant news for us as we continue to make our mark in the competitive popcorn market as an independent name with a reputation for quality and innovation. We are additionally pleased that Morrison customers can also buy the 70g “Grab & Go” size in our two original classic flavours. This is an impulse product that customers can pick up to enjoy individually as a fun snack, perhaps as an alternative to crisps as part of a lunch. Morrisons convenience stores are the perfect outlet for this product. We aim to give our customers as much flexibility as possible when choosing their popcorn options.

“It’s looking fantastic on the shelves and we’re all set for the crucial festive sales period.”

Alice Yarwood, Buying Manager, In Store Bakery, of Morrisons said: “We are excited to have expanded our range of Sephra popcorn within Morrisons Supermarkets, Online, as well as our wider Wholesale business. The Luxury Toffee is delicious and worth a try, especially at the great price of £2.”

Sephra Popcorn, instantly recognisable through its distinctive Cinema style foil lined cardboard tub, has been available since 2017 through major UK supermarkets, plus a number of UK wide convenience store chains. The brand, which offers a variety of different flavours, including the classic cinema Sweet, Salted, Sweet & Salty mix, Luxury Toffee, and a new reduced sugar range with up to 40% less sugar, can also be found across the leisure sector, with holiday parks, theatres, independent cinemas, theme parks, football clubs and many more all stocking its lines.

The company also produces a family of delicious seasonal popcorns, including Toffee Apple, Gingerbread and Sticky

Toffee Pudding.

www.sehrapopcorn.com

