

trendwatcher

What Do Americans Like To Snack On?



A new line of gourmet popcorn is giving consumers who like all-natural products more pop.

(NAPSA)—Americans are finding that the trend toward healthy snacking just comes naturally. In fact, studies show that American interest and appetite for natural products is at an all-time high. Sales of natural products in the United States increased 9.7 percent across all retail and direct-to-consumer sales channels in 2006, topping more than \$56 billion. When it comes to natural foods, snacks such as fresh fruit, carrot sticks and yogurt taste great naturally, but many natural snack foods are bland and uninspired.

Orville Redenbacher's Gourmet Popping Corn, the No. 1 selling popcorn brand in the U.S., wanted to change this perception. In August 2007, the company launched a new line of all-natural popping corn—Orville Redenbacher's Natural—featuring bold, innovative flavors like Buttery Garlic and Buttery Salt & Cracked Pepper.

More recently, Orville expanded its Natural line to include two new varieties—Simply Salted and Simply Salted 50% Less Fat—adding more depth to the

original Natural offerings. The entire Natural popcorn line, featuring 100 percent whole grains with 0 grams of Trans Fat and no artificial flavors, colors or preservatives, offers the perfect healthy snack for any diet or lifestyle.

The new Natural varieties, on store shelves now, deliver big flavor in both mini and regular sized serving bags, allowing consumers more control over their indulgences. Each innovative flavor adds a new flair to one of America's favorite snacks, partnering tempting combinations of butter and garlic (Buttery Garlic), and butter, salt and cracked pepper (Buttery Salt & Cracked Pepper). In addition, the salt-only (Natural Simply Salted) and a reduced-fat variety (Natural Simply Salted 50% Less Fat) offer a simply delicious take on Orville's gourmet popcorn. This all-natural line of gourmet popcorn gives consumers a great-tasting, whole-grain snack with all-natural ingredients and unique flavors.

To learn more, visit www.orville.com.