



Beatrice Foods Co.
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Beatrice Foods Introduces New Popcorn Flavour

PHOENIX -- Beatrice Foods Co. announced today that our newest popcorn flavour launched, which is called Classy Crisps Butter Crunch. Classy Crisps Butter Crunch has a rich natural buttery flavour that is infused with a hint of sea salt, and light sweetness, which provides for a delicate, and delicious flavour.

Classy Crisps Butter Crunch accompanies our other existing flavours; Chocolate, Apple Cinnamon, Caramel, and Cheese, and are all available through our BeatriceDirect (www.beatricedirect.com) direct consumer sales site, and select retailers.

In pre-sales market testing, our Butter Crunch has proven to be very popular among taste testers. Other flavours are planned in 2019.

The introduction of Butter Crunch comes at the same time of a re-branding of our popcorn products, which re-introduces the Classy Crisps brand from 1987, and uses it exclusively for the Beatrice snack business.

About Beatrice Foods

Beatrice Foods Co. (www.beatriceco.com) manufactures Classy Crisps Gourmet Popped Corn and Tarasov Herbal Dressing & Sauce. Beatrice Foods Co. is renowned for our unique and high quality food products.