



FOR MORE INFORMATION CONTACT

Cathy Yingling
Y&L PR
(317) 264-5860

Elizabeth Weaver
Weaver Popcorn Company, Inc.
9850 WestPoint Drive, Suite 100
Indianapolis, IN 46256
news@popweaver.com
www.popweaver.com

FOR IMMEDIATE RELEASE

POP WEAVER INTRODUCES FIRST MICROWAVE POPCORN WITH FLAVORING CONTAINING NO DIACETYL New Popcorn Flavoring Features Same Great Buttery Taste Consumers Love

Indianapolis, Ind. (August 28, 2007) — Pop Weaver® has become the first microwave popcorn brand to eliminate the flavoring ingredient diacetyl from its microwave popcorn products. Popcorn with the new flavor formulation will begin appearing on store shelves in late August.

Diacetyl is used in butter flavorings found in many other brands of microwave popcorn, pastries, cake mixes, flour, cookies, crackers, frozen foods, potato chips, and candy. Diacetyl has recently come under increased scrutiny, with California considering a bill to ban its use in the state by 2010. Connecticut state representative Rosa Delauro has asked the Food and Drug Administration (FDA) to consider a similar ban. Although diacetyl has long been considered safe for use in consumer food products, the flavoring has been cited as a possible source of injury to certain employees of food companies who may have inhaled large dosages of diacetyl while mixing it under unsafe conditions.

“We follow strict safety guidelines in manufacturing our products, so we’ve had no incidents among our associates related to diacetyl exposure,” said Mike Weaver, president of Weaver Popcorn Company, Inc., which makes Pop Weaver popcorn. “However, we know consumers are becoming increasingly concerned about this issue, so we’ve taken it out of our flavorings. It was a challenge to eliminate diacetyl from our flavorings and still maintain the great buttery taste that consumers love, but we’ve done it.” Consumer research substantiates that the new flavoring features the same great buttery taste that consumers love.

Weaver says his company felt it was important to take an industry-leading role in eliminating diacetyl from its flavorings. “Popcorn is all we make, so we are constantly striving to produce the best possible product.”

Pop Weaver brand microwave popcorn is available at Wal-Mart and other mass market and discount retailers and at select grocery stores nationwide.

About Pop Weaver Popcorn

Pop Weaver is a leading national brand of microwave popcorn in the United States. It is produced by Weaver Popcorn Company, Inc., one of the largest producers and manufacturers of popcorn products in the world. An 80-year-old, family-owned company, Weaver Popcorn distributes its products in more than 90 countries.

###