

Please print out this letter, check the appropriate boxes, sign and give it to your food store manager.



Dear merchant,

As a regular customer of your store, I noticed that you are not currently stocking Black Jewell Popcorn items that I am interested in buying.

Black Jewell Popcorn is the leading brand of specialty, color kernel popcorns. Why? Because for over 50 years, Black Jewell has been growing and selling a proprietary, non-GMO strain of black kernel popcorn that is practically hullless, pops bright white and tastes great. Black Jewell Popcorn would be a great addition to your store giving your shoppers a unique and compelling option to all of the typical yellow popcorns.

I would love to see the Black Jewell Popcorn items checked below in your store!

- | | | |
|---|---|--|
| <u>Microwave</u> | <u>28.35 Oz Kernels</u> | <u>Ready-to-Eat</u> |
| <input type="checkbox"/> Natural | <input type="checkbox"/> Original Black | <input type="checkbox"/> Null Hull Sea Salt |
| <input type="checkbox"/> Butter | <input type="checkbox"/> Crimson Jewell | <input type="checkbox"/> Null Hull White Cheddar |
| <input type="checkbox"/> Kettle | <input type="checkbox"/> Native Mix | |
| <input type="checkbox"/> No Salt No Oil | | |

Thanks for your consideration!

For more information, please contact Black Jewell Popcorn at (800) 948-2302.

Black Jewell Popcorn / Columbus, IN 47201 / www.blackjewell.com