

WABASH VALLEY FARMS

Wholesale Catalog



WABASH
VALLEY
FARMS

INTRODUCING...



Farm Fresh Popcorn Tubes



New Logo on Handle



Original Whirley-Pop™
in Merchandise Wrap

Satisfy your customers' appetite

Greetings from Wabash Valley Farms.

Our updated catalog

is overflowing with all kinds of popcorn related products that come direct from our farm to you. From indoor to outdoor popcorn poppers, with more retail packaging options than ever before, to ready-to-give popcorn gift sets to new Wild & Wacky seasonings, there's enough here to keep your customers coming back to your store all year long. This year, we're offering several new and unique products, including 4 new Popcorn Packaging Options, Organic Products, Popcorn Tubs, plus new popcorn gift sets.

As always, we appreciate your business. We're set up to quickly process your orders and we'll ship product to you as soon as you need it. And remember we're always glad to hear your ideas and suggestions about how we can keep our products moving and your customers happy.



Now let's start selling!

Dani Williams-Paluchniak

Dani Paluchniak



Whirley-Pop Popper
Item #25008A

Keep customers coming with The Original – now better than ever!

Wabash Valley Farms' world-famous Whirley-Pop Stovetop Popcorn Popper is geared up to pop off your shelves for maximum merchandising appeal and faster sell-through than ever before.

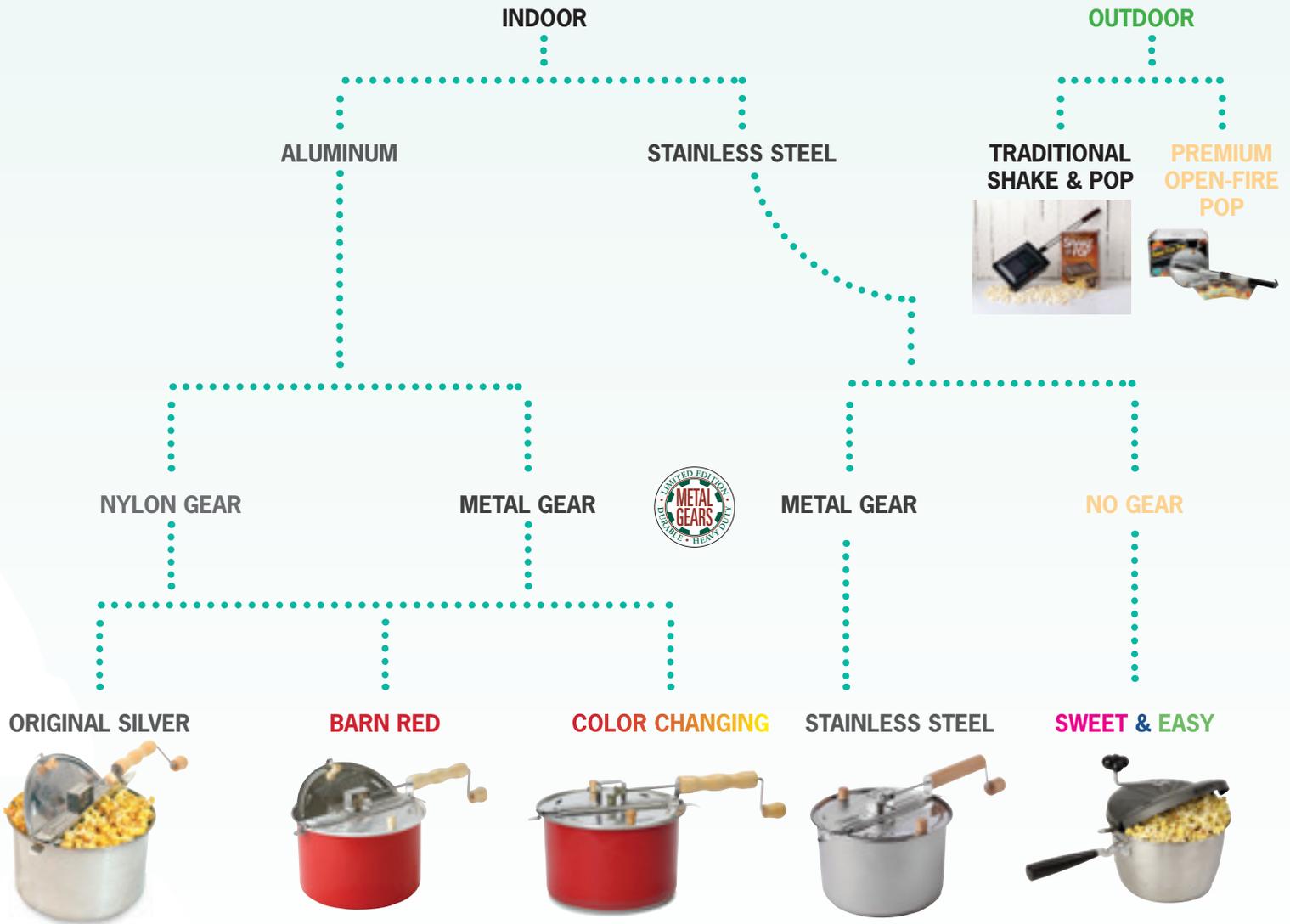
- EVERY KERNEL POPS — The patented hand-crank mechanism continuously stirs the corn to evenly distribute the oil and prevent burning.
- MAXIMUM FLUFFINESS — Steam vents allow moisture to escape so each kernel pops light and crispy up to 42 times its original size.
- SERVES THE ENTIRE FAMILY — The durable aluminum pan makes up to six quarts.
- SAFE TO USE — The hardwood handle stays cool and keeps hands away from steam and heat.
- EASY CLEANUP — Just pop the lid and wipe the inside with a paper towel.

for fun

When they ask for stovetop popcorn poppers, be sure you have the originals.

Success on-the-Shelf

STARTS WITH THE RIGHT POPCORN POPPER



Product and new packaging made to move.

- Brand graphics and new high-visibility packaging help the box get noticed, picked up and purchased.
- Attention-grabbing graphics point to special offers in box, including FREE popping corn and a FREE 25-year warranty.
- “3-minute Popcorn Popper” tagline sells convenience.

The Original Whirley-Pop™



Original Whirley-Pop™ in Vibrant Red Retail Packaging

Features the Original Whirley-Pop Stove-top Popcorn Popper, in traditional silver. Includes a Real Theater All-Inclusive Popping Kit making it convenient for customers to start popping and encourages repeat popcorn sales.

Item #25008A
Case Pack 6

Each sale unit includes:

- 6-quart silver Whirley-Pop
- 1 All-Inclusive Real Theater Popping Kit
- Instruction Guide
- 25-year warranty registration offer



Original Whirley-Pop™ in Rustic, Nostalgic Packaging

An attractive, nostalgic approach for merchandising the Original Whirley-Pop. Includes 2 cut-out windows to allow consumers to view the lid of the Whirley-Pop and the pan color.

Item #22000 **NYLON GEAR**
Item #22000MG **METAL GEAR**
Case Pack 6

Each sale unit includes:

- 6-quart silver Whirley-Pop
- Instruction Guide
- 25-year warranty registration offer





New!

New!

New!

LOGO HANDLE

Original Whirley-Pop™ in Merchandise Wrap

An attractive approach for merchandising the Original Whirley-Pop, which allows consumers to have an open view of the Whirley-Pop and the pan color.

Item #25008W NYLON GEAR
Item #25008WMG METAL GEAR
 Case Pack 8

- Each sale unit includes:
- 6-quart silver Whirley-Pop
 - Instruction Guide
 - 25-year warranty registration offer



Original Whirley-Pop™ Bold Blue Packaging

The New stunningly captivating blue packaging features the Original Whirley Pop in bold 4 color graphics along with the included adorable, interactive Movie Night Faces popcorn tubs.

Item #25013
 Case Pack 6

- Each sale unit includes:
- 6-quart silver Whirley-Pop
 - 4 Disposable Popcorn Tubs
 - Instruction Guide
 - 25-year warranty registration offer

Original Whirley-Pop™ Logo Handle & Metal Gears

A new look to the timeless Whirley-Pop Stovetop Popper. This set is a classic configuration featuring the New Metal Gears, burnt in Whirley Pop logo on the handle and premium hull-less popcorn.

Item #25015
 Case Pack 6

- Each sale unit includes:
- 6-quart silver Whirley-Pop with Metal Gears
 - Whirley-Pop logo on handle
 - 4 oz Tiny & Tender Hull-less Yellow Popcorn
 - 4 oz Tiny & Tender Hull-less White Popcorn
 - Instruction Guide
 - 25-year warranty registration offer



Barn Red Whirley-Pop™



Barn Red Whirley-Pop™ in Classic Black Retail Packaging

Features the Original Whirley-Pop Stovetop Popcorn Popper, in barn red. Includes a Real Theater All-Inclusive Popping Kit making it convenient for customers to start popping and encourages repeat popcorn sales

Item #26003

Case Pack 6

Each sale unit includes:

- 6-quart red Whirley-Pop
- 1 All-Inclusive Real Theater Popping Kit
- Instruction Guide
- 25-year warranty registration offer

OPTIONAL CONFIGURATIONS

Item #26012 No popping corn included

Item #26004 3 Real Theater Popping Kits included



Barn Red Whirley-Pop™ in Rustic, Nostalgic Packaging

An attractive, nostalgic approach for merchandising the Original Whirley-Pop. Includes 2 cut-out windows to allow consumers to view the lid of the Whirley-Pop and the pan color.

Item #26005

Case Pack 6

Each sale unit includes:

- 6-quart red Whirley-Pop
- Instruction Guide
- 25-year warranty registration offer



Metal Gear Whirley-Pop™



Looking for stronger gears to handle thicker, gooier recipes with ease? The Whirley-Pop is now available with heavy duty, die-cast metal gears.

Item #26005MG

Case Pack 6

Each sale unit includes:

- Aluminum pan and lid with die-cast metal gears
- Metal gear label added to front and top panel
- Hardwood handle stays cool to keep hands away from heat
- 25-year warranty registration offer



Color Changing Whirley-Pop™



The Color Changing Whirley-Pop™

Thinking of ways to make the Whirley-Pop the ultimate fun factor experience, we knew a color changing pan was the way to go. It is thermal activated so as the pan heats up it will start changing colors at the bottom, going from red to yellow until the entire pan is yellow! Once done popping, simply set it aside to cool and within a few minutes the pan will turn back to solid red and be ready-to-use all over again.

The secret to great tasting, hot and crispy popcorn still lies in the patented “crank & stir” mechanism that continuously moves the popcorn around, evenly distributing oil while preventing popcorn from burning.



Color Changing Whirley-Pop™ Box Packaging

Item #26010

Case Pack 6

Each sale unit includes:

- 6-quart vibrant red color changing Whirley-Pop
- Color changing pan. Changes with heat from red to yellow
- 1 All-Inclusive Real Theater Popping Kit
- Instructions and Recipe
- 25-year warranty registration offer

Item #26011

- Color Changing Whirley-Pop with no popcorn included



Color Changing Whirley-Pop™ in Merchandise Wrap

An attractive approach for merchandising the Color Changing Whirley-Pop, which allows consumers to have an open view of the Whirley-Pop and the pan color.

Item #26011W

Case Pack 8

New!



Stainless Steel Popcorn Poppers

**PERFECTLY DESIGNED TO HANDLE THICK, OOEY, GOOEY RECIPES...
AND, OF COURSE, MAKES GREAT MOVIE THEATER STYLE POPCORN!**



Original Whirley-Pop™ in Stainless Steel

Introducing the all new Stainless Steel Whirley-Pop. This is the same “every kernel pops”, makes “great tasting popcorn” popper as the original Whirley-Pop, but designed for our addicted, can’t get enough Whirley-Pop popcorn popper users that require a heavier duty popper to withstand their daily (sometimes twice a day) usage.

Item #24008

Case Pack 6

Each sale unit includes:

- 6-quart stainless steel Whirley-Pop
- Durable stainless steel pan featuring an encapsulated aluminum disk for even heat distribution
- Die cast metal gears
- 1 All-Inclusive Real Theater Popping Kit
- Instructions and Recipe/Snack Guide
- 25-year warranty registration offer

Item #24009

- Stainless Steel with no popcorn included

Item #24007

- Stainless Steel in Nostalgic Packaging



No Gears!

Stainless Steel

Sweet & Easy™ Snack Machine

Add some big time fun to your shelves with the Sweet & Easy™ Snack Machine. With its heavy-duty, direct-drive crank (notice there are no gears), extra thick anodized lid and durable stainless steel pan featuring an encapsulated aluminum disk for even heat distribution, makes this machine a treat makers best friend. Your customers can have fun creating the gooeyest of popcorn combinations with all kinds of sweet and spicy mix-ins, roasted nuts and perfect popcorn too.

Item #21000

Case Pack 6

Each sale unit includes:

- 6-quart stainless steel Sweet & Easy Snack Machine
- 1 All-Inclusive Real Theater Popping Kit
- Instructions and Recipe/Snack Guide
- 25-year warranty registration offer

Bi-Lingual Product Packaging



Original Whirley-Pop™ in Vibrant Red Retail Packaging

Features the Original Whirley-Pop Stove-top Popcorn Popper, in traditional silver. Includes a Real Theater All-Inclusive Popping Kit making it convenient for customers to start popping and encourages repeat popcorn sales.

Item #25008C BILINGUAL PACKAGING
Case Pack 6

Each sale unit includes:

- 6-quart silver Whirley-Pop
- 1 All-Inclusive Real Theater Popping Kit
- Instruction Guide
- 25-year warranty registration offer



Cut, Pour & Pop All-Inclusive Popping Kits

A fast, simple and delicious snack in just 3 minutes. Conveniently pre-measured for Wabash Valley Farms popcorn poppers. Popping kits include everything needed to make mouth-watering popcorn: It's as simple as cut, pour and pop. These trouble-free retail boxes have been designed to be merchandised next to the popcorn poppers for easy add on and repeat sales. Kosher approved.

REAL THEATER POPCORN

Item #43615H 5-pack
Case Pack 12



Amish Country Burlap Popping Corn

The nostalgic burlap bags feature an assortment of traditional Amish Country images printed on each bag and stitched shut. The 2 lb. gusseted burlap bags can now be merchandised easier than ever when they are shipped in a "ready-to-display" rustic carton. Available in two varieties.

ITEM #41405DH TENDER & WHITE POPPING CORN
ITEM #41406DH BIG & YELLOW POPPING CORN

Case Pack 12



Classic Popcorn Seasoning Collection

Complete your customers popcorn experience with these must-have, unique and delicious seasonings that will transform a traditional bowl of popcorn into a completely new snacking adventure; not to mention that they are all fat-free.

77801H WHITE CHEDDAR CHEESE

77802H ZESTY CHEDDAR CHEESE

77803H MOVIE THEATER

77805H SWEET CARAMEL

Case Pack 12

CLASSIC BLEND POPPING OIL

A classic blend of premium coconut oil and corn oil, with 65% less fat than pure coconut oil and no trans fats.

Item #77271H 8-oz. container
Case Pack 18

ORGANIC COCOCUT OIL

The perfect healthy alternative for popping delicious popcorn. A select organic oil that is gluten free, cholesterol free, preservative free, non GMO, vegan and Kosher.

Item #77276H 16-oz. container
Case Pack 12

Do It Yourself (DIY) Organic Popcorn Set

Reinvent your classic popcorn snack using 3 simple ingredients: Premium, Organic Coconut Popping Oil, Tender & Delicious Yellow Organic Popping Corn, All Natural, Extra Fine Sea Salt

Item #43910H

Case Pack 8

Outdoor Popcorn Poppers

Open Fire Pop



PERFECT FOR GRILLS,
FIRE PITS AND CAMPFIRES

Premium Open-Fire Pop™ Popcorn Popper Set

Stock this unique popper that takes the nostalgia of the Whirley-Pop outdoors for that old time, open-fire, shake-and-pop experience. Works with campfires, grills or fireplaces. The long handle telescopes in and out for easy storage.

Item #27005-4PK
Case Pack 4

Each sale unit includes:

- 4-quart black Open-Fire Pop Popcorn Popper
- Removeable, telescoping handle that adjusts to desired length for maximum comfort while popping
- 3 All-Inclusive Open Fire Pop Popping Kits
- Instruction Guide

Item #27008 Open Fire with no popcorn included



Easy Add On Sales Items Your Customers Will Love...



Dynamite Pop-Open Popcorn Tubs

These pop-open tubs resemble real sticks of dynamite and even have a realistic count down timer printed on them, for a countdown to snack time delight! Tubs fold flat for storage and each tub holds up to 32 oz. of popped popcorn. Comes ready to merchandise in a convenient popcorn themed display tray.

Item #17003D Pop-Open 8 pack
Case Pack 12



Dynamite Gift Set

Snack time really pops with an explosion of flavor. Each set includes 3 delicious gourmet popcorn varieties (12.5 oz each): Bursting Big & Yellow, Exploding White, and Rockin/Red. For a countdown to snack time delight, the 4 pop-open tubs resemble real sticks of dynamite and even have a realistic count-down timer printed on them! Tubs fold flat for storage and each holds up to 32 oz of popped popcorn.

Item #45053
Case Pack 8



Camouflage Popcorn Tubs

Perfect popcorn tub for the outdoor popcorn lover. Reusable tubs feature the Camouflage theme and "Popcorn makes me a happy camper" logo in a rustic font. Available in jumbo and medium sizes.

Item #A45063 Jumbo (10" D x 8.5" H)
Item #B45063 Medium (6" D x 7" H)
Case Pack 24

Outdoor Popcorn Poppers Traditional Shake & Pop

NOW YOU CAN TAKE THE NOSTALGIA OF THE WHIRLEY-POP OUTDOORS AND CREATE A YEAR-ROUND POPCORN STATEMENT



Traditional Shake & Pop Popcorn Popper

The nostalgic packaging and high impact graphics will ensure maximum stopping power. This outdoor popper is an excellent addition to your spring line of camping, tailgating, patio, BBQ and grilling products.

Item #27100
Case Pack 8

Traditional Shake & Pop features:

- 3-quart non-stick black pan
- 16.5" long, 2-part snap together handle with a wooden grip
- Hinged lid for easy pouring and cleaning
- Instruction Guide
- Smaller Retail Packaging 7" x 4" x 11.5"



Open Fire Pop Outdoor Popping Kits

Merchandise these attractive, convenient kits with either outdoor popcorn popper for easy add on sales. Each popping kit is premeasured for Open fire 4 qt pan and includes buttery popping oil, fresh popping corn, and movie theater style buttery salt. Just cut, pour and pop.

Item #43605
Case Pack 12



Buttery Topping

Use Movie Theater Style Buttery Topping on your popcorn today. All you have to do is drizzle this buttery topping onto your freshly made popcorn to add the warm, buttery goodness to your favorite popcorn. 8oz.

Item #77262
Case Pack 18



Convenient & Compact Seasoning Sampler

The perfect venue to introduce your customers to delicious popcorn toppings. Perfectly designed for outside use. Four (4) delicious seasonings come in a space saving container with four (4) easy-to-open flip-top lids.

Item #77800
4-SEASONING SAMPLE PACK
Case Pack 12

Each sale unit includes:

- Movie Theater Style
- Creamy Ranch
- Zesty Cheddar Cheese
- Buttery Jalapeno

Popcorn

Fresh from the Farm | Non GMO | 100% Whole Grain



BIG & YELLOW

A supersized, great tasting piece of popcorn. The kernel is “Movie Theater Style” because the popped corn resembles what you would see at a theater. The popcorn Connoisseur would describe the popped kernels as having a “butterfly” shape—the “wings” are perfect for holding the butter and seasoning.



FLAVORFUL MEDLEY

These gourmet colored popcorn kernels are as pretty to look at as they are flavorful and fun to eat! When popped, the kernels do not retain their color. Instead, the mix of red, blue, white and yellow kernels each offer their own unique taste for a flavorful blend. So have fun sending your taste buds into overdrive.



VINTAGE RED

These tiny kernels come packed full of flavor and lots of crunch; some even describe as having a slightly nutty flavor. These distinctive deep red kernels will not retain their color, but will pop into a brilliant white, smaller and tighter piece of popcorn when compared to the movie theater style.



EXTRA LARGE CARAMEL

This unique, over-sized, “mushroom” shape popcorn has a larger surface area that is perfectly suited for special recipes like caramel, chocolate or cheese coated. Because it does not have “wings” like traditional popcorn, there will be less broken off while coating.



PURPLE

This is a very tender and fluffy piece of popcorn that is packed full of antioxidants, which researchers have suggested offer many health benefits. Packed full of flavor, these prized purple kernels will not retain their color when popped. The kernels will pop into a medium to large piece of popcorn with a brilliant white color and have less hulls than most kernels of its size.



SWEET BABY BLUE

This popcorn features light blue colored kernels that carry a subtly sweet smell while popping. Uniquely, there may be a very slight hint of sweetness in the taste. The kernel will pop into a medium to large, fluffy and tender piece of popcorn. These beautiful blue kernels will not retain their color when popped, but instead will pop into a brilliant white piece of popcorn.



BABY WHITE

This a very petite, tender piece of popcorn. This variety has been bred so that the hull shatters upon popping. The result? Only the best “hull-less” popcorn you’ve ever eaten—tender, but still with a nice crunch. We should clarify, though, that there is no such thing as a truly hull-less popcorn. All popcorn must have a hull in order to pop.



TENDER & WHITE

White popping corn is truly a specialty popcorn that is sought after for its tenderness and taste. This kernel will pop into a medium sized piece of mouth-watering popcorn. According to popcorn experts, the general difference between yellow and white kernels, is that white popcorn kernels pop up into a little lighter, more tender and delicate piece of popcorn.

Gourmet Popping Corn Varieties

We highly recommend these can’t-miss treats. The “Fresh from the Farm” gourmet popping corn is a high quality popcorn that is specifically grown in the Midwest Corn Belt for tenderness and taste. These gourmet varieties are available in 8* unique varieties and colors. They range from small and hullless to big and fluffy. The NEW 2 lb. popping corn packaging offers a gusseted bottom for easier merchandising and a convenient resealable bag to ensure popping corn freshness for the consumer.

Item #42500 VINTAGE RED

Item #42501 SWEET BABY BLUE

Item #42502 FLAVORFUL MEDLEY

Item #42503 BABY WHITE

Item #42504 PURPLE

Item #42506 BIG & YELLOW

Item #42507 TENDER & WHITE

Item #42508 EXTRA LARGE CARAMEL

Case Pack 12

*Baby Yellow, Ladyfinger and Midnight Blue are available upon request. *6 lb. bags are also available. Call for details.

All-Inclusive Popping Kits



Cut, Pour & Pop All-Inclusive Popping Kits

A fast, simple and delicious snack in just 3 minutes. Available in four different flavors and conveniently pre-measured for Wabash Valley Farms popcorn poppers. All popping kits include everything needed to make mouth-watering popcorn: gourmet popping corn, secret buttery salt (sugar mixture for Kettle Corn) and special popping oil. It's as simple as cut, pour and pop. These trouble-free retail boxes have been designed to be merchandised next to the popcorn poppers for easy add on and repeat sales. Kosher approved.

REAL THEATER POPCORN

Item #43615 5-pack

Case Pack 12

Item #43600 Single Popping Kits

Case Pack 60

LESS SALT LESS OIL REAL THEATER POPCORN

Item #43805 5-pack

Case Pack 12

Item #43800 Single Popping Kits

Case Pack 60

SWEET & SALTY KETTLE CORN

Item #43703 3-pack

Case Pack 12

Item #43020 Single Popping Kits

Case Pack 44

OPEN FIRE POP OUTDOOR POPCORN

Item #43605 5-pack

Case Pack 12

Item #43601 Single Popping Kits

Case Pack 60

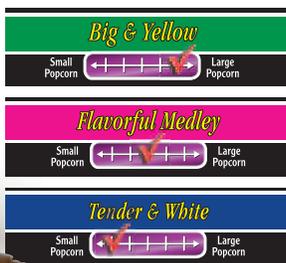
ORGANIC POPCORN

Item #43905 3-pack

Case Pack 12

Item #43901 Single Popping Kits

Case Pack 60



Fresh from the Farm Popping Corn Variety Pack *New!*

Each nostalgic "wooden crate" looking corrugated display includes 3 unique varieties of popping corn packaged in our classic matte black, resealable, gusseted bags, which features a sizing scale to alert the customer about the size of the popcorn.

Item 41404D

Case Pack 12

- 4 - 2 lb Bags of Tender & White
- 4 - 2 lb Bags of Flavorful Medley
- 4 - 2 lb Bags of Big & Yellow

Popcorn & Crates

Amish Country Burlap Popping Corn

The nostalgic burlap bags feature an assortment of traditional Amish Country images printed on each bag and stitched shut. The 2 lb. gusseted burlap bags can now be merchandised easier than ever when they are shipped in a "ready-to-display" rustic carton. Available in two varieties.

Item #41405D TENDER & WHITE POPPING CORN

Item #41406D BIG & YELLOW POPPING CORN

Case Pack 12



Mini Burlap Wooden Crate Set

Each wooden crate includes 1-1lb. bag of Sweet Baby Blue Kernels, 1-1lb. bag of Big & Yellow Popcorn, and 1-1lb. bag of Vintage Red Popcorn.

This item makes the perfect gift for any popcorn lover! Set includes a small, medium, and large size kernel.

Item #45079

Case Pack 4



Popcorn Sampler with Optional Merchandising Crate

This set includes 28 - 4oz corns that contain 7 Big & Yellow, 7 Tender & White, 7 Vintage Red, and 7 Flavorful Medley. Samplers are pre-measured and ready to make a full 6qt. batch in the Whirley-Pop.

Item #43608

Case Pack 28



Burlap Wooden Crate Set

A nostalgic approach for merchandising the 2lb bag of Big & Yellow Popcorn, with a sampling of the delicious Classic Blend Popping Oil, Buttery Popcorn Topping and the famous Move Theater Style Seasoning.

Item #45073

Case Pack 4



Organic Popcorn Wooden Crate Gift Set

A delicious & healthy gift choice, packed beautifully in a rustic wooden crate - sure to delight gourmet popcorn lovers! Each set includes Organic Oil, two 8 oz. bags of fresh from the farm Organic Popcorn Kernels and 3 oz. All Natural Extra Fine Sea Salt. Wrapped and ready to give, this is a perfect choice!

Item #45067 8 OZ. GREEN TEA OIL

Item #45077 16 OZ. ORGANIC COCONUT OIL

Case Pack 4



Popcorn & More



Farm Fresh Popcorn Tubes

Straight from the farm to these attractive corn tubes that feature a transparent window on the front of each tube displaying the beautiful kernels inside. Tubes are labeled Non-GMO and each features a Grown in the USA stamped logo. An optional display tray is available.

- Item #42514** Vintage Red
 - Item #42515** Flavorful Medley
 - Item #42516** Big & Yellow
 - Item #42517** Tender & White
 - Item #41428** Autumn Fire *New*
 - Item #42519** Variety Pack
- Case Pack 12



Gourmet Hull-Less Corn Collection

Hull-less Popcorn is grown to have a very thin hull that shatters off when popping with high heat. This premium popcorn is made for those serious about enjoying an amazing piece of popcorn and eliminating hulls left in your teeth after enjoying a bowl.

New!

- Item #41424** Tiny & Tender Hull-less White Popcorn
 - Item #41425** Tiny & Tender Hull-less Yellow Popcorn
 - Item #77277** Buttery Coconut Popping Oil
- Case Pack 12



Popcorn on the Cob

We took our most loved popcorn kernel, Big & Yellow, and made it even better! This packaging is 8oz. in size, making it a very easy add-on sale. With a low retail selling price, it makes it impossible for a customer to say no. This popcorn comes from the heart of the corn belt, and the packaging features a Grown in USA stamped logo..

- Item #42518**
- Case Pack 12



Do It Yourself (DIY) Organic Popcorn Set

Reinvent your classic popcorn snack using 3 simple ingredients: Premium, Organic Coconut Popping Oil, Tender & Delicious Yellow Organic Popping Corn, All Natural, Extra Fine Sea Salt. Bilingual version is also available.

- Item #43910**
- Case Pack 8

Burlap Popcorn Wooden Box Set

New wooden display crate, carrying our 3 -1lb bags of farm fresh popcorn kernels, makes it perfect for merchandising on the shelf and gift giving.

- Item #45080**
- Case Pack 8



New!

Seasonings & Toppings It's all about the flavor...

Classic Popcorn Seasoning Collection

Complete your customers popcorn experience with these must-have, unique and delicious seasonings that will transform a traditional bowl of popcorn into a completely new snacking adventure; not to mention that they are all fat-free.

- 77801** WHITE CHEDDAR CHEESE
 - 77802** ZESTY CHEDDAR CHEESE
 - 77803** MOVIE THEATER
 - 77804** BUTTERY JALAPENO
 - 77805** SWEET CARAMEL
 - 77807** CREAMY RANCH
 - 77808** DILL-ICIOUS PICKLE
 - 77809** BRING HOME THE BACON
 - 77810** FIERY HOT THAI
- Case Pack 12



On the Edge Popcorn Seasoning Collection

Looking to offer your customers something a little different? These seasonings are just the thing. Unique, delicious and a little off the wall.

Whether it is French Toast for breakfast or Baby Back Ribs for dinner, these popcorn

toppings have it covered. Available in convenient sized sampler 4 pack. Merchandising is made easy in the POP display box.

- Item #77307** OOH LA LA FRENCH TOAST
 LIP SMACKIN' BABY BACK RIBS
 YES MA'AM KETCHUP PLEASE
 DOUGH RA ME CHOCOLATE CHIP COOKIE DOUGH

Case Pack 12



Seasoning Sampler

This sampler has 4 of our best-selling seasoning flavors: Movie Theater Style, Creamy Ranch, Zesty Cheddar, Buttery Jalapeno.

- Item #77800**
 Case Pack 12



Sweet Sensations Sampler

2 popcorn seasonings in 1 compact shaker jar... Peppermint Twist and Sweet Cinnamon. Makes great tasting sweet popcorn when used in combination with the Kettle Corn Popping Kits (page 13)

- Item #77144**
 Case Pack 12

Classic Popcorn Topping Bar

SCOOP some hot, buttery popcorn, then SPRINKLE on flavorful seasonings and sweet candies. Last but not least, SAVOR a delicious treat, and maybe share a little! It's your own personal topping bar right at home!

- Item #77811S**
 Case Pack 8

New!



Oils & Popcorn Glazes



Classic Popcorn Seasoning Collection

A key ingredient to making great tasting popcorn is a premium popping oil. Choose between 3 great selling oils and don't forget to top it off with the butter!

BUTTERY POPCORN TOPPING

If there's one extra no customer can refuse, it's this delicious topping that's bursting with butter flavor.

Item #77262-3 3-oz.
Case Pack 12

Item #77262 8-oz.
Case Pack 18

Item #77421 1 Gallon
Case Pack 4

CLASSIC BLEND POPPING OIL

A classic blend of premium coconut oil and corn oil, with 65% less fat than pure coconut oil and no trans fats.

Item #77271-3 3-oz.
Case Pack 12

Item #77271 8-oz.
Case Pack 18

Item #77268 1 Gallon
Case Pack 4

REAL THEATER COCONUT POPPING OIL

Premium quality coconut oil that serves as a key ingredient in mastering the taste of real movie theater popcorn. No trans fat.

Item #77267 16-oz.
Case Pack 12

Item #77278 30-oz.
Case Pack 6

ORGANIC COCONUT OIL

The perfect healthy alternative for popping delicious popcorn. A select organic oil that is gluten free, cholesterol free, preservative free, non GMO, vegan and Kosher.

Item #77276 16-oz.
Case Pack 12

Item #77279 30-oz. *New!*
Case Pack 6

ORGANIC GREEN TEA OIL

Item #77273 8.5-oz.
Case Pack 12



Popcorn Glazes

This great-tasting sweet treat is easy to make with Glaze Pop™ and the genuine Whirley-Pop Popcorn Popper! One package makes 5 to 7 batches of fresh, sweet popcorn.

Item #77401 CARAMEL
Item #77402 CHOCOLATE
Item #77404 CHERRY PINK

Item #77405 GRAPE
Item #77406 BLUE RASPBERRY
Item #77407 RED CINNAMON
Case Pack 12

Re-Usable Tubs

While any container will do in a pinch, each of our popcorn buckets, popcorn tubs and popcorn bowls makes enjoying popcorn even more fun. Our popcorn tubs and buckets are ideal for everyday use at home, making movie nights with friends and family and are also attractive enough to set out at parties. Our collection includes movie theater-style, brightly-colored popcorn buckets, bowl with a popcorn launcher, popcorn shaped and hand made bamboo. These bowls can be reused time and again. With so many choices you're sure to find popcorn containers that complement your store.

New!

Classic Striped Popcorn Tub

- Item #44094** JUMBO RED/WHITE (8 QT)
- Item #44095** LARGE RED/WHITE (2 QT)
- Item #44096** SMALL RED WHITE (1.25 QT)
- Item #44097** JUMBO BLACK/WHITE (8 QT)
- Item #44098** LARGE BLACK/WHITE (2 QT)
- Item #44099** SMALL BLACK WHITE (1.25 QT)

Case Pack 24



Red Carpet Theme Popcorn Tub

- Item #45091** JUMBO (8 QT)
- Item #45092** LARGE (2 QT)
- Item #45093** SMALL (1.25 QT)

Case Pack 24



Camo Theme Popcorn Tub

"Popcorn Makes Me a Happy Camper"

- Item #A45063** JUMBO (8 QT)
- Item #B45063** MEDIUM (1.5 QT)

Case Pack 24



Nostalgic Movie Night Theme Popcorn Tub

- Item #A45064** JUMBO (8 QT)
- Item #B45064** LARGE (2 QT)
- Item #C45064** SMALL (1.25 QT)

Case Pack 24



Animated Popcorn Tubs

These tubs take snacking to a new level. The interactive faces, and moving hand in the popcorn make them an irresistible tub on your shelf.

- Item #45068** 3D HAND POPCORN TUB
- Item #45069** 3D MOVIE NIGHT FACESPOPCORN TUB

Case Pack 24

Bowls



New!

Fun with Color: Popcorn Serving Bowls

Festive, fun and large enough to hold a popper full of popcorn. Comes complete with an insert in the bottom of the bucket, keeping the unpopped kernels separate. The coordinating individually sized buckets are also available. Choose between red/white striped, royal blue, lime green, and hot pink.

Item #44101 LARGE RED/WHITE STRIPED
Item #44102 LARGE ROYAL BLUE
Item #44103L LARGE LIME GREEN
Item #44103P LARGE PINK
Item #44116 LARGE TEAL **New!**
Item #44117 LARGE YELLOW **New!**

Item #44203 SMALL RED/WHITE STRIPED
Item #44204 SMALL ROYAL BLUE
Item #44205L SMALL LIME GREEN
Item #44205P SMALL PINK **New!**
Item #44216 SMALL TEAL **New!**
Item #44217 SMALL YELLOW **New!**
 Case Pack 24



Includes a removable kernel separator in the bottom of the bowls.



New!

Stainless Steel Popcorn Bowl

The sleek stainless steel is completed with a non-slip black base, large rim and coordinating "popcorn" graphics, providing beauty and style while still being functional and a standout in any kitchen. 8-quarts.

Item #44303
 Case Pack 12



Mini Sports Bowl

Some call us crazy; but we were tired of the normal ROUND, boring bowls... So we created a new shape, added a launcher and a couple targets. Ergonomically designed for pure snack launching fun. Great item for event merchandising like tailgating, Super Bowl, March Madness, etc.

Item #44062
 Case Pack 8

Each sale unit includes:

- Mini Sports Bowl
- Launcher
- Interchangeable basketball and football targets



Charcoal Bamboo Popcorn Bowl

This bowl is meticulously handcrafted from 100% bamboo into a contemporary but functional design. The outside of the bowl is tastefully stained to add color and style, but yet delicately applied to allow the natural grain to be displayed.

Item #44301 CHARCOAL
 Case Pack 12

Disposable Tubs



Pop-Open Popcorn Tubs

For the ultimate at-home popcorn experience, these cardboard popcorn tubs fold flat for easy storage then open with a flat bottom. These fun popcorn tubs retail at a low price point for easy add on sale opportunities. They come packaged in a convenient 8 pack and can be easily merchandised on the shelf in the 12 count display tray or on a clip strip.

Item #17002D MOVIE NIGHT FACES POP-OPEN POPCORN TUB

Item #17003D DYNAMITE POP-OPEN POPCORN TUB

Item #17005D REINDEER CHEER POP-OPEN POPCORN TUB

Case Pack 12

New Merchandise...



New!

Jumbo Pop Open Tubs

This new jumbo sized disposable popcorn tub hold 12 quarts of popcorn (that is 2 full batches from the Whirley-Pop). Tubs come flat and then pop open. Open tubs have a flat bottom, making for perfect snacking or serving with no spills.

Item #17006

Case Pack 100



Ready-To-Give Popcorn Gift Sets



Red Carpet Premiere Popcorn Gift Set

Make this gift set the feature presentation on your shelves. The outer red carpet themed wrap features bold "movie night" graphics and an interactive handle. Nestled inside is a variety of snacks creating the perfect movie night. All comes displayed in a reusable popcorn tub.

Item #45078
Case Pack 4



Movie Night Faces 3D Tub Gift Set *New!*

Have fun adding Moe's Mohawk Munch and Popi's Pigtail Popcorn to your shelves. They are sure to grab your customers attention. Moe's Mohawk is packed full of bodacious Blue Raspberry Popcorn and Popi's Pigtails are filled with delicious Caramel Corn.

Item #77313 MOE'S MOHAWK MUNCH
Item #77314 POPI'S PIGTAIL POPCORN
Case Pack 4

New!



Mini Movie Night Gift Set

A perfectly priced movie night gift set that includes a sampling of all the movie night necessities: buttery popcorn, lightly salted pretzels, Twizzlers™ and a movie theater sized sweet treat.

Item #45072
Case Pack 8

Jumbo Party In A Box

At 14" tall, this jumbo sized gift is towering with stopping power. The reusable popcorn container is jammed pack with all the party essentials. Every tub comes sealed shut with a snap on lid designed for convenient stacking. Decorative, sturdy and ready-to-give. It is the perfect "bigger than life" gift.

Item #45052
Case Pack 4



Wrapped & Ready-To-Give Gift Set

Big, bold and bright graphics on these reusable popcorn tubs create a unique, ready-to-give gift that is sure to get your customer's attention. Choose between 3 versions of these attractively displayed and themed gift sets. Every set comes wrapped in cello and topped with a coordinating "bow." A perfect gift for the entire family.

Item #45064 NOSTALGIC POPCORN GIFT SET
Item #45070 NIGHT AT THE MOVIES POPCORN GIFT SET
Item #45063 HAPPY CAMPER POPCORN GIFT SET
Case Pack 4



Special Order

Vintage Popcorn Gift Sets



Vintage Movie Night Marquee Gift Set

The perfect gift for the movie lover on anyone's list. Be taken back to the days of vintage movie theaters with the all-inclusive movie night popcorn set. Comes complete with everything needed to make popcorn at home; 4 varieties of gourmet popcorn, premium classic blend popping oil, delicious buttery topping and 4 - 1oz popcorn toppings (Movie Theater Style, Ketchup Please, Sweet Caramel and Baby Back Ribs). All come packaged and ready to give in a vintage movie marquee style gift box.

Item #77312
Case Pack 6



Old Fashioned Showtime Popcorn Collection

Designed to allow consumers to be great gift givers while shopping within their budget. This collection offers 2 unique and impactful box styles. Choose between the complete gift set with a sampling of corn, oil and buttery topping or the fresh from the farm set with 3 pounds of fresh popcorn.

Item #45061
OLD FASHIONED COMPLETE GIFT SET
Case Pack 10

Item #45051
OLD FASHIONED FRESH FROM THE FARM GIFT SET
Case Pack 6



Jingle Jar Gourmet Popcorn Collection

This collection offers a unique twist to gift giving of the famous Big & Yellow Popcorn kernels. Each jar is filled with 28 oz of premium popcorn and adorns a holiday word that is designed to allow the kernels to be seen and topped off with a gift tag & silver holiday bells. Jars come in a case pack of 6. Choose from a variety pack or a single style.

Item #42534
Case Pack 6

Dynamic Duo Gift Sets

The duo continues in these adorable gift sets; which is better... the corn or the seasoning? These new, interactive gift boxes are available in 3 styles. Each includes 13 oz of gourmet popping corn packaged in a bag and topped with a coordinating bow, plus a 5" tall jar of delicious seasoning.

Item #77311 ZESTY CHEDDAR MEETS VINTAGE RED POPCORN
Item #77310 CREAMY RANCH MEETS TENDER & WHITE POPCORN
Item #77309 MOVIE THEATER MEETS BIG & YELLOW POPCORN
Case Pack 12



Traditional Popcorn Gift Sets



Classic Popcorn Gift Box Collection

Designed to allow consumers to be great gift givers while shopping within their budget. This collection offers 3 unique and high quality gift box styles. Choose between the complete gift set with a sampling of corn, oil and buttery topping or the fresh from the farm set with 3 pounds of fresh popcorn and either a "Popcorn" or "Holiday" themed lid. Each gift box comes packaged with a festive gift tag and ribbon.

Item #45040P FRESH FROM THE FARM POPCORN THEME GIFT SET

Item #45040H FRESH FROM THE FARM HOLIDAY THEME GIFT SET

Item #45045 COMPLETE POPCORN GIFT SET

Case Pack 6

Santa Pop's Gift Set

Santa's Pops Popcorn Set is the perfect gift. Includes everything needed to have a festive time at your next movie night. Gift Set Includes: 1 - 13 oz bag of Wintry White Popping Corn, 1 - 13 oz bag of Yuletide Yellow Popping Corn, 1 - 13 oz bag of Reindeer Red Popping Corn, 4 - Reindeer Themed Disposable Popcorn Tubs, 1 - Reindeer Munch Popcorn Recipe.

Item #45054

Case Pack 8



New!

A-MAIZE-ING Popcorn on a Cob

Farm fresh popcorn grown in the heart of popcorn country. Will pop right off the cob in 1-2 minutes in your microwave.

Item #42537 TRADITIONAL

Item #42538 VINTAGE

Case Pack 12



Sweet & Salty Snack Pack

Combine the sweet taste of home-made Kettle Corn with a twist of peppermint or cinnamon to make a delicious snack. This convenient snack pack comes with 2 All-Inclusive Kettle Corn Popping Kits, plus 2 sweet popcorn seasonings.

Item #45058

Case Pack 12



Merchandising Success



INCREASE SELL THROUGH BY MERCHANDISING PRODUCTS TOGETHER

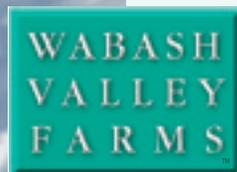


In Store Demonstration Kit:

The proven way to increase sales ... demonstrate the Whirley Pop.

Nothing gets the customers attention better than the excitement and smell of popcorn! This kit includes everything you need for your first in store demonstration; The Original Whirley Pop, Real Theater Popping Kits, Burner, Popcorn Seasonings and sample tubs for serving.

Wabash Valley Farms | 6323 North 150 East | Monon, IN 47959



**If it has to do with popcorn,
Wabash Valley is the place to go!**

Here at Wabash Valley Farms, we maintain a deep appreciation for the retail partners who carry our products. That's why we're always looking for ways to improve our connections to you, whether it's expediting shipments or supporting you with a retailer hotline. Those folks in the photo aren't just high-paid models (*we wish!*). They're the real people who pick up the phone, pack and ship the products and make sure you get the support you need. So thank you for carrying products from Wabash Valley Farms. And let us know how we can help you sell more.

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