

Please print out this letter, **check the items** you'd like to see, and give it to your store manager.
Thank you for loving Black Jewell Popcorn!



Dear Merchant,

I'm a regular customer of your store, and I noticed you're not currently stocking **Black Jewell Popcorn** items. I'm interested in buying them.

Black Jewell Popcorn is the leading brand of specialty heirloom color kernel popcorns. Why? It's their heritage. For over 50 years, Black Jewell has been growing and selling a unique popcorn they saved from extinction. They offer a proprietary, Non-GMO strain of black kernel popcorn you can't get anywhere else. With more antioxidants than any other, it pops practically hullless, bright white, and most importantly—*it tastes really good!*

Black Jewell Popcorn would be a great addition to your store. It would give your shoppers a unique and tasty alternative to typical yellow popcorns.

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

Microwave

- Natural
- Butter
- Kettle
- No Salt No Oil

Kernels (28 oz.)

- Original Black
- Crimson Jewell
- Native Mix

Kernels (15 oz.)

- Original Black
- Crimson Jewell
- Native Mix
- Blue Ribbon White

Ready-to-eat

- Simply Sea Salt
- Sea Salt & Cracked Pepper
- Aged White Cheddar
- Pink Himalayan Salt

Thank you for considering my request!

Signed:

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

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