

Please print out this letter, check the appropriate boxes, sign and give it to your grocery store manager. Thank you for loving Black Jewell Popcorn!



Dear Merchant,

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

Black Jewell Popcorn is the leading brand of specialty heirloom color kernel popcorns. Why? It's their heritage. Because 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 that 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 giving your shoppers The Better Popcorn. A unique and compelling alternative to typical yellow popcorns. Better Taste. Better For You.

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

Microwave:

- Natural
- No Salt No Oil
- Touch of Butter
- Simply Sea Salt
- Sweet & Salty

28 oz Kernels:

- Original Black
- Crimson
- Native Mix

Ready-to-Eat:

- Simply Sea Salt
- Natural
- Aged White Cheddar

Thank you for your consideration!
Sincerely,

For more information, please contact **Black Jewell Popcorn** at **(800) 948-2302**
Black Jewell Popcorn / Columbus, IN 47201 / www.blackjewell.com