

# Popcorn, Indiana Snacks Available at Jamba Juice Locations Nationwide

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NEW YORK, April 13, 2011 /PRNewswire/ -- In an alliance designed to get mouths watering, the biggest innovators in popcorn are popping up in all Jamba Juice locations in North America. Two of Popcorn, Indiana's best sellers, the original **Kettlecorn** and brand new Sea Salt **Chip'ins** snacks, are now available in 1 ounce bags in over 700 Jamba Juice locations nation-wide.

This widespread distribution in Jamba Juice represents another step in Popcorn, Indiana's plan to make Munch Better™ snacks available to discerning consumers seeking healthier snack options.

"We are very excited to see our products in distribution at Jamba Juice stores," said Hitesh R. Hajarnavis, President & CEO of Popcorn, Indiana. "Jamba is a destination for consumers looking to find great tasting, better-for-you, wholesome beverage and food offerings, and we think our snacks are a perfect complement to their portfolio of offerings."

Straight from the farm to the table, Popcorn, Indiana is popcorn's redemption – a new take on a familiar classic, featuring 100% natural ingredients that are lovingly hand-crafted. And popcorn is just the beginning: by combining the great taste and healthy benefits of popcorn with the satisfying crunch of a chip, they created Chip'ins snacks, the world's first gourmet popcorn chip. 100% natural, free of preservatives, gluten, and trans fat, infused with zesty flavors that pop. Healthier than fried chips and tastier than baked, Chip'ins snacks are air-popped, unleashing all of the healthy goodness of popcorn in a chip.

Popcorn, Indiana is available nationwide across all channels at retailers including Bed Bath & Beyond, BJ's, Costco, CVS, Duane Reade, Safeway, Sam's Club, Stop & Shop, Walgreens, Wal-Mart, Wegmans, and Whole Foods.

## **About Popcorn, Indiana**

Popcorn, Indiana cooks up perfect gourmet snacks that span the taste spectrum: crispy, crunchy, salty and sweet, and sometimes decadent and spicy. Popcorn, Indiana's classic, handcrafted popcorn and Kettlecorn have reinvented the category by using 100% natural ingredients and outrageously delicious flavors. Popcorn, Indiana popcorn offer freshness and flavor that can't be duplicated in the microwave oven, and contain zero trans fat. They are gluten-free, made from non-GMO corn, and contain whole grains. Their new **Chip'ins** offer everything they know about making healthier, all-natural, super-delicious, air-popped snacks in an easy-to-handle chip.