

Five popcorn concession vendors  
that are leading the way

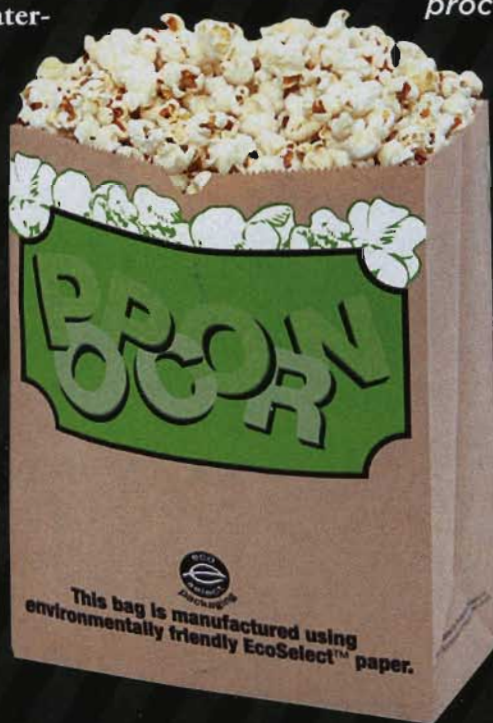
# PACKAGING

A leading supplier to cinemas, **PACKAGING CONCEPTS** has put a premium on producing environmentally friendly popcorn bags. The company offers both stock and custom designs with oil-resistant heat-sealed bottoms for 100-percent leak-proof bags. It was also the first theater concession package producer to sell a popcorn bag that's better for the environment. The 100-percent biodegradable EcoSelect bags use natural unbleached paper and water-based inks. Moreover, Packaging Concepts recycles 100 percent of paper, plastic, and corrugated waste and reuses 100 percent of solvent waste at the plant. The company's clean-energy activities prevent 796,608 pounds of carbon dioxide from entering the atmosphere each year—the same environmental benefit as 82 acre of forest or taking 78 cars off the road.

## WHAT IS PARTICULARLY INNOVATIVE ABOUT PACKAGING CONCEPTS?

*"Packaging Concepts Inc. is the only company that has a guaranteed leak-proof popcorn bag. In addition to this unique quality, we have popcorn bags that are environmentally friendly—100 percent biodegradable and naturally leak-proof as well. We continue to strive to improve the process of manufacturing high-*

*quality concession products and take pride in our offerings to our client base. We are of the belief that the moviegoing consumer deserves the best possible experience in the theater, and part of that experience is a high-quality packaging product. It is not fun to have topping or oil soil your clothes while wanting to watch a great movie!"*





For more than 125 years, **C. CRETORS & COMPANY** has designed and manufactured the popcorn poppers that are at the center of movie theater concessions. In 1893, Charles Cretors' creation of a roasting peanut/popping corn multi-snack cart for the Columbian Exposition marked the introduction of one of the world's first concession stands. Since then, the company's product line has expanded to include concession machinery ranging from hot dog cookers to ice shavers. Cretors' latest innovation in popping corn is the OriginatAir Hot Air Popper and Puffer—a healthier alternative to popcorn production that uses hot air to pop corn instead of oil.

### **WHAT IS CRETORS' BIGGEST CHALLENGE IN THE MOVIE THEATER BUSINESS?**

*"Our biggest challenge has been to overcome the negative press that movie popcorn has received over the past few years. In actuality, popcorn is very healthy for you. It is a whole-grain, natural snack that is not fried and is one of the only foods cooked fresh at a concession stand. Popcorn can be cooked using coconut oil, which does add calories. But new research is finding that coconut oil can be beneficial in a healthy diet. We have continually educated people about the benefits of coconut oil and that movie popcorn, if eaten in moderate portions, can be a nutritious snack at the movie theaters. We also offer a full line of machines that air-pop popcorn."*

MAJOR  
THEATRES