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## **THEATRE-STYLE POPCORN RETURNS TO SNACK-FOOD BIG SCREEN**

*Regional Snack Food Manufacturer, Better Made, Uses 100 Percent Cottonseed Oil  
to Achieve the Perfect Pop*

**CORDOVA, Tenn. and DETROIT – (June 19 2008)** – Better Made, the Detroit-based potato chip company whose spud-based snacks were lauded as “Best Potato Chip” by Maxim magazine this year, and whose Salt and Vinegar variety were named “Best in the Country” by Food Network star Rachael Ray in 2007, will burst onto a new snack-food scene this July when it launches its old-style kettle popcorn cooked in 100 percent trans-fat-free cottonseed oil.

According to the Snack Food Association, the ready-to-eat popcorn category grew by 5.2 percent in 2006 over the previous year (2007 figures not yet available).

“Our new Kettle corn is a throwback to the past when popcorn was popped with oil instead of hot air, and as a result has a movie-theater taste,” notes Michael Schena, president of Better Made Snack Foods, Inc.

“We’ve used nothing but 100 percent trans-fat-free cottonseed oil since day one,” Schena says of the company’s preferred frying medium of nearly 80 years. “For our award-winning potato chips, we use only the highest grade of local potatoes, pure trans-fat free cottonseed oil and top-of-the-line spices.

“In our market, cottonseed is the standard oil used for frying and therefore consumers are familiar with the taste,” or lack thereof, he explains. “The neutral flavor of cottonseed oil never overwhelms the flavor, whether potatoes or corn.”

Added benefits of cottonseed oil are that it does not break down easily in the fryers and it offers good shelf life, typically up to 11 weeks, he notes.

Better Made currently is installing new oil poppers to produce the old-style kettle popcorn. Better Made brand snack foods are available throughout Michigan, northern Ohio and southern Chicago. The company will begin distribution in Canada this fall.

**About the National Cottonseed Products Association**

NCPA is the national trade association for the cottonseed processing industry. In addition to the U.S. cottonseed crushing industry, association membership includes refiners, who process cottonseed oil into semi-finished and finished products, dealers and brokers who market cottonseed products, and other firms that provide goods and services to the industry.

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