



**GOLD MEDAL® PRODUCTS CO.**

# ***How to Succeed in the Caramel Corn Business***



***Everything you need to  
know to be profitable  
with Caramel Corn!***

## *The History of Candy Coated Popcorn*

Patents on file in the United States Patent Office during the Civil War era are the best sources for early information on the Popcorn Business. Our files contain 1920's literature with the headline: "Kingery – the best in Popcorn equipment since 1871!"

Or, "Caramel Crisp – the complete Candy Coated Popcorn concept" established in 1880 by Mr. H.Z. Long of Springfield, Ohio! Or, "Dunbar - Chicago - Founded 1900!"

Actually, Southwestern Ohio predates the "Chicago era" several years.

### ***Who were these pioneers?***

The Kingery Manufacturing Company was founded in Cincinnati, Ohio – our records show that as of 1929, they were located at 420-426 East Pearl Street in Cincinnati – that is now safely tucked about 30 feet beneath the Ft. Washington Way – the I-71 US 50 downtown distributor here in Cincinnati. Like so many others, they manufactured a natural gas or gasoline heated, rotating cylindrical screen in which was placed kernels for popping. These were the original "dry poppers" – "wet poppers" had not been invented at that time.

Also in Southwestern Ohio in Springfield, along around 1880, Mr. H.Z. Long took a slightly different tack – he modified the early rotary dry poppers – put together a complete store package – added the name "Crispette" for a molded 6" diameter by 1" thick popcorn disc. He basically "licensed" the use of the "Caramel Crisp" and "Crispette" names in cities all over America.

Neither the Kingery Company nor the Long-Eakins Company ever recovered from the crash of 1929. Both struggled through the depression – and, by 1940 were virtually out of business. The start of World War II in December, 1941 and the shortage of materials that had become apparent even by mid 1941 signaled the end of an era for those two companies – the pioneers in Caramel Coating equipment concepts based on their own rotary dry poppers. (The apparent first patents to be issued for a wet popper or a "kettle pop" machine or a "french fried popcorn" approach is credited to the original Charles Cretors in 1888.) To read those early testimonials in the literature put out by Long-Eakins, for example, it was obvious that there was not a wet pop or a kettle pop machine capable of producing enough popcorn until much, much later.

The 1938 letterhead of the Dunbar Manufacturing Company in Chicago indicates that they were established in 1900. It also says "Rotary Corn Poppers for every location – stores - parks – booths – theatres – sidewalks – streets," They also emphasized either "steam or electric."

It's a trip down memory lane and a bit of nostalgia to read this old literature and see the wide variety of approaches to Caramel Coated Popcorn that were in Vogue 50 to 60 years ago – virtually unchanged from their introduction in the period 1871 – 1900.

Nearly all the candy-coating mixtures were cooked in a "hammered copper cooking kettle with a brazed – in bottom." By manufacturing the kettle in this manner, you are assured of a thin bottom – for ready transfer of the heat from the flame below. This was quite an art. Probably around 1885 a gentleman born in 1870, Mr. D. Picking, learned this art – and practiced it until his death in January 1983 at the age of 103 ½ years old! He was the last of the people to learn this craft. Interestingly enough, had he retired at the age of 65 like so many others, this style of copper kettle may have disappeared in 1935! Of course, all of use who have marketed the "copper kettle/canoe paddle" method of hand manufacturing Candy Coated Popcorn should be grateful to Mr. Picking for his fantastic "staying power"!

Mr. Long, Mr. Eakins, Mr. Kingery and Mr. Picking – the truly great "legends" in the old glory days of the Candy Coated Popcorn business.

On page 40 of the 1950 Gold Medal catalog there is a photo of Gold Medal's "Complete Caramel Corn Stove and Kettle Set-up" along with the caption, "It appears that Caramel Corn is coming back again". (Actually, it hadn't gone anywhere – the Krispy Kisp Korn Machine Company in Chicago and the Dunbar Company continued to manufacture and market rotary dry poppers – retail Candy Coated Popcorn Shops flourished at the high traffic street car/bus transfer corners in every downtown area in America. The C.W. Detrick family continued to franchise the "KarmelKorn" shop concept, which was the basis for most of these successful operations. And, as the street cars vanished and bus traffic diminished, many of these downtown shops closed – but with the advent of the regional shopping mall in the suburbs, again this popular Candy Coated confection – Caramel Corn – popped up in literally hundreds of malls.

Parallel with all of this, Candy Coated Popcorn never disappeared from the midways of America – the amusement parks – the country fairs and festivals. Of course, it was hard work – but highly profitable. And, that generation that grew up during the depression was never afraid of hard work. (It was a different story when the old man died – surely the kids said "that's a hard way to make a living – that canoe paddle killed the old man – and it ain't gonna kill me! We're going out of the Caramel Corn business." And a lot of them did!)

It's easy to see that the canoe paddle/copper kettle method is hard work. And that's why, in 1967, Gold Medal introduced the original version of the Corn Treat Center – the complete automatic Cooker/Mixer – actually, coupled with a Gold Medal popper, a complete Caramel Corn Department. There were many improvements made on that early Corn Treat Center machine – but the most measurable improvements were engineered in 1978 and 1979. The rest is history.

The current version Corn Treat Automatic Caramelize equipment is truly the "state of the art" in this industry. Now, please read the balance of this Multi Flavor Fact Book for "the rest of the story". The future history of this thriving industry could very well include your experiences. We hope so!

## **The Many, Many, “Gold Mines” for Caramel Corn Cheese Corn and “Gourmet Popcorn”, Too!**

### ***Parks, Theme Parks***

Whether yours is a large amusement park, a major theme park, your concession stand will be more productive in total, when you have Caramel Corn available. If you are large enough to do 40,000 customers a day, Caramel Corn should be available in four places. If you only do 20,000 a day, then make sure you have Caramel Corn in two places.

But if you have 1,000 to 15,000 guests per day, you should be doing freshly made Caramel Corn in at least one location. (And, possibly offer packaged Caramel Corn in the exit traffic pattern, as well!)

Fresh-made versus pre-made? Don't even consider the question – if it's not fresh, you are missing out on a gold mine! The Corn Treat concept makes it easy to produce perfect Caramel Corn all the time. The same is true with fresh-made Cheese Popcorn. And, don't forget “three-way” – combination of all three.

### ***Theatres***

When people come to a theatre, many are prepared to spend \$3.00, \$5.00 and upward for candy and popcorn. A \$2.00 size of fresh-made Caramel Corn has a food cost of about 25¢! When it's freshly made, you will sell all you can produce – and, you may need to actually “supplement” with production and inventory you build up during “off” hours.

The nicest part of fresh made Caramel Corn in a cinema concession operation is the fact that somebody else has already established a rather substantial selling price of around 35¢ to 50¢ per ounce – but you produce for under 5¢ per ounce!

More importantly, people like it – the perception of freshness – the knowledge that there is a kernel of whole grain cereal (popcorn) inside that sweet coating, tends to legitimize this sweet treat – that can't be beat!

### ***Concession Trailers, Midways, Major Fairs, Multi-Use Fairground Facilities.***

The best of these is the high class, well-flashed large concession trailer on the midways. A Corn Treat Cooker Mixer is an absolute “must”. Not only do you maximize the sales of Caramel Corn (three to five times the total units sold compared with offering it pre-made) – but the aroma of freshly made Caramel Corn attracts enough attention to help you increase sales of virtually every menu item by 10% to 20%. This is the benefit so many people overlook.

Yes, when you are playing your route of busy fair dates, be sure you are operating your Corn Treat machine virtually all of the hours you are open for business – the aroma is a people-pulling magnet. Maybe the first year you play some spots they won't automatically become “mega buck” Caramel Corn spots – but the second and third years, you will be hard pressed to keep up with the demand.

Possibly, the Mark 10, 40 lb. Per hour Caramelizer is the best for you. Should you do Cheese Corn, too? Well, if you wish to do “three-way”, you will need to do the Cheddar Easy concept, as well.

### ***Tourist Attractions***

There are many tourist attraction areas, which are frequented by rather upscale tourists and shoppers. Freshly made Caramel Corn is almost a necessity in these types of “fun spots.” Yes, Caramel Corn is part of the fun of visiting a major tourist attraction area.

You can't buy gourmet quality freshly made Caramel Corn very many places – however, with the Corn Treat concept, casual labor or even “temps” can make perfect Caramel Corn batch after batch after batch! There's nothing to it.

One of the more important aspects of tourist attractions is the “theme” gift tin opportunity. Your tourist attraction area has its own graphics and logos and designs – therefore, incorporate these in a \$10.00 and \$25.00 gift tin – produce “three-way” gift cans for “take home” or gift-giving. This booklet offers many, many ideas on how to do a better job of marketing gift tins.

### ***Shopping Malls, Upscale Shopping, Factory Outlet Area Malls, Too***

While freshly made Caramel Corn attracts people to open their wallet, it's amazing the size of a sale you can produce when you are in operating your Corn Treat machine in a shopping mall – or, snack bar in a factory outlet mall with excellent stores – or, on an upscale shopping street.

It is still possible to secure shopping mall locations. If it is possible, you want the aroma of freshly popping popcorn and freshly cooking Caramel Coating to be exhausted to the shoppers. When they sniff the gourmet flavors, there's no way to pass by without making a purchase – not only a Popcorn or Caramel Corn or “three-way” but of other beverages, sandwiches and companion snacks. Even more importantly, is the opportunity to develop seasonal or “special message” gift tins, starting at the \$10.00 size and going right on up to \$25.00.

This is a great way to solicit “a popcorn gift for every person on your gift-list!” Or, a “get well message with a popcorn tin appropriately inscribed!”

The section in the booklet on marketing gift tins will give you a lot more ideas. Remember – if the rent is a little higher, the shoppers normally have a little more money – they spend a lot more – and, you need to do a better job of marketing, so you make sure that you can pay the rent and hang on to that profit-making location!

### ***Other “Gourmet Popcorn Shoppe Locations.”***

Really, there is not limit to your ability to sell multi-flavor Popcorn or three-way popcorn or just Caramel Corn and Regular Popcorn if you have traffic! In some cities, a Caramel Corn Shop will be more successful with less effort than it takes in certain other cities.

Usually, you can't be successful 52 weeks a year on popcorn alone unless yours is a very unique location. Some locations require deluxe quality ice cream – or candies – certainly beverages – sometimes hot dogs, etc. – and, what about Nachos or concession Salsa? You'll see all of these and much, much more in the Gold Medal catalog, which is published annually and released around the first of March.

You'll also see a lot of ideas on Popcorn, Caramel Corn, Cheese Corn and other fun foods at the Annual Spring (and often Autumn) Idea Fair sponsored by Gold Medal Dealers in selected cities. Be sure to check for the dates and location of an Idea Fair near you.

## **Introduction to Caramel Corn Cheese Corn “Three-Way” Popcorn, Too.**

Ever since people learned to pop popcorn, there have apparently been ways to sweeten it or sugar coat it. You can read all about the history – but the profit opportunities today are what concern you the most!

Where else can you produce a 4 ½ ounce serving of candy coated popcorn at a food cost under 25¢ and retail it for \$2.00!

That’s the number one benefit of making fresh-made Caramel Corn the Corn Treat way. But you second benefit comes from the aroma of freshly cooking Caramel Glaze – that’s the “flash that gets the cash!” The aroma is the magic “people pulling potion”. When you add Caramel Corn to an existing amusement park or midway concession stand – or, concession trailer – or, along the boardwalk or in any resort, that freshly cooking Caramel coating is an absolute people magnet!

When you add fresh-made Caramel Corn the Corn Treat way to your existing popcorn operation, you will probably sell more of every other concession item you have on your fun food menu.

It’s not a difficult process. Portion pack ingredients, a program timer in the Corn Treat Cooker Mixer unit – temperature sensors in the cooking kettle – warning signals and a few very simple procedures enable a newly hired employee to turn out perfect Caramel Corn from the very first batch.

In this book, you’ll see more about the “Popcorn Shop” business. Every year, there are dozens more retail popcorn shops going into high traffic locations whether they be in shopping mall, tourist areas, resorts – wherever people congregate with money in their pockets to spend.

The business of gift can giving during the holiday season is a great way to say “Merry Christmas.” This book has more information on that.

### ***Cheese Coated Popcorn***

In the current Gold Medal catalog, you’ll see information on the “Cheddar Easy” concept – Gold Medal’s Cheddar and White Cheddar Easy is packed in 35 lb. Pails. Simply melt a little and add two-cup measure to five gallons of the popped popcorn – tumble in the “Cheddar Easy Mixer” and presto! The greatest tasting Cheese coated popcorn you have ever experienced!

### ***The Gold Medal Catalog***

In every annual edition of the Gold Medal catalog, several pages are devoted to Popcorn, Cheese Corn, Caramel Corn and the “Caramel Lite” Glaze Pop produced right in the popcorn machine kettle. Caramel Lite or Glaze Pop is a type of Caramel Corn you can produce in even the smallest Gold Medal popper.

Caramel Corn to be produced correctly needs a Corn Treat Cooker Mixer. Cheddar Easy or White Cheddar Easy Mixer is produced best in the Cheddar Easy Mixer – however, you can use the electric operated Flav-R-Tator. The “Shake on Savory” powder mixes can actually be shaken together with Popcorn in the shaker box shown on the same page as the Flav-R-Tator in the catalog.

### ***Three-Way Popcorn***

The greatest taste sensation in the decade of the 90's was the discovery of three-way popcorn. If you sell the equivalent of a 32-ounce popcorn cup size measure of Caramel Corn for \$3.00, you will still sell that same size measure of "three-way" for \$3.00. But the food costs goes down dramatically, because it's 1/3 Caramel, 1/3 Cheese Corn and 1/3 regular Popcorn. Mixed together, three-way popcorn tastes great – and, you will sell large take home containers.

There's a lot of good information on Caramel Corn in this book. Although it is primarily written for the person who plans to open a retail popcorn shop or add a popcorn shop to an existing ice cream store or candy store or shopping mall location, there are some good ideas which the professional concessionaire can use to evaluate the Corn Treat Cooker Mixer – evaluate our mixes – and, review the simple operating procedures.

Every possible question you might ask is probably answered in this book. But if you have more questions, please call Gold Medal – we will try to get back to you with a detailed answer to your questions.

### **Location**

What is your "mental picture" of "your Gourmet Popcorn Shop"? Have you ever had an artist draw your ideas? Convert your mental picture to a real drawing – it's a lot easier to "sell a top location" on the merits of renting to you!

Many people have seen franchised KarmelKorn Shoppes in shopping malls and have said, "Boy, if I can get a location like that, I can make a fortune." Unfortunately, these locations are not easy to get – some mall management have decided that all food operations should be stuck out on a "food oasis" or a "food court" – whatever they call it, you should call it "the pits"! While it is possible to develop a very loyal clientele for your variety flavors of popcorn, and the most successful shops do in fact have a loyal following, still, it's a lot nicer to have some "impulse traffic" near the shop to begin with – and, therefore, it would be very easy for them to drop in and make a purchase. Don't overlook shopping malls. If you can get an excellent high traffic spot for a multi flavored popcorn shop, and can get it at a reasonable rent, by all means, do it. A "kiosk" is even better!

The "going rate for rent of a popcorn shop in a mall" is \$15,000 per year – minimum five years, plus varying charges for "common area maintenance", plus normally a higher cost per kilowatt for electricity than you would pay in a freestanding or straight location. Normally, they might want 10% of your gross sales on all sales dollars over \$100,000 or over \$150,000. Rent at 10% of sales might be considered "tolerable." But can you do a minimum of \$150,000 per year stuck out on the food court or the food oasis? Of course, a good "Multi Tenant Agent" can help "keep it reasonable"!

Other people feel that there are certain demographics that must be present for a successful multi flavored popcorn shop. These criteria are certainly open to criticism – and, cannot be "chiseled in stone" as the only way. Generally speaking, you want high traffic – slightly "upscale" shoppers – for example, ready and steady access to white collar office workers – with a secondary benefit of later afternoon, evening and weekend traffic. It's great to be near two or three other retailers who also will be generating heavy traffic with "upscale" spenders. Remember, you aren't selling popcorn at the same price they get at the Little League baseball field concession stand – you almost get theatre prices! If you have an opportunity to observe other successful multi-flavored popcorn shops, make a note to record the types of customers who seem to be "regulars". Basically, you would like locations where you can develop plenty of

traffic from 11:30 in the morning to at least 7:30 in the evening on weekdays. (Or, later, if there's an "upscale" ice cream shop nearby.)

In contrast to these comments about "up-scale demographics", we heard of a successful multi-flavored popcorn shop in a shopping center on the "near South Side" of Chicago – and this is not an upscale shopping center at all – yet the shop allegedly does over a half million dollars per year. Nevertheless, location is still the key to that shop's success as well as any other multi-flavored popcorn shop's success. At least for "over the counter" sales, it is!

For the all important gift tin sales, you must find a way or many ways – to reach "gift tin buyers". This may be more dependent on marketing activities than on location. But, location can help – especially the "Christmas Kiosk" you see for 4 to 8 weeks in so many malls.

## **Equipment**

Back in the "old days", caramel coated popcorn and variety flavored popcorn was generally manufactured in a copper kettle – the corn was popped a regular popper or a rotary "dry" popper. The "coating" was cooked to the proper temperature in the copper kettle – a measure of popped popcorn was placed in the copper kettle – and, a canoe paddle was used to agitate and agitate it until the corn was evenly coated. This backbreaking, "heat stroke" type of labor is the main reason why candy coated popcorn shops did not proliferate. The introduction of the Gold Medal Automatic Caramelizer about 1967 started changing all of the current version have made Caramel Corn both an easy operation, and an "idiot-proof" operation.

The barest minimum equipment requirement would be a Gold Medal popper, plus a Corn Treat Cooker/Mixer unit, plus a cooling area – plus a way to display at least a few of the flavors. You should also have a good candy scale so that you can accurately weigh the servings. In this minimal setup, you may also want some form of cold beverage – and, it's not a bad idea to put in a Gold Medal cotton candy machine in some stores – and, then offer take-home poly packed cotton candy in a variety of colors and flavors as well. Cotton candy is an excellent high profit take-home snack, which isn't available very many places – and, therefore, can be a traffic builder for the store.

A more elaborate Caramel Corn operation would consist of a 36 ounce Cornado popping plant or two, plus at least two and probably three Corn Treat Cooker/Mixers with cooling pans. Plus, a Citation popper or popcorn warmer on the counter. The Citation is a particularly appropriate warmer because it looks just like a popcorn machine – and, with the aroma of freshly popped popcorn, you will sell a great deal of "regular". With this high capacity operation, you will need a great number of "display bins" in which to store four to five batches per hour, three of them make 15 batches – and, at approximately 80 ounces per batch, you do need adequate capacity and a little storage to build up inventory during the slow times. There will be many periods during the year when you sell way in excess of 1000 ounces per day – just in "glazed".

There are some people who subscribe to the theory that you want to do most of your production in a remote place where the rent is cheaper – or, in the backroom if rent is not too steep – and, then have just a bare minimum production going on in the shop area itself. By using clean, white five-gallon plastic pails as your "corn measure", you can have your Corn Treat Cooker/Mixer Unit in the store area proper – but do most of your production and all of your popping in the backroom. We feel that you must do at least some production where customers can see it to know that it's fresh – to know that it's homemade – to know that it is handmade! This is the way to "flash up the operation" so people will just love to visit your multi-flavored popcorn shop.

This “action” helps boost sales. Thus, a little “action in the window” is a real sales booster if your location is appropriate for it. The “action” of preparation and the “aroma” during preparation are two of the best “store traffic/sales boosters” in this operation. Don’t hide them!

Obviously, “Cheddar Easy” is a required menu item. See the current Gold Medal catalog for information on “Regular” and “White Cheddar”, plus “Three-Way Popcorn.”

## ***Why Use Gold Medal Corn Treat Cooker Mixer Tumblers?***

1. This is the only candy-coated equipment designed to make Caramel, as well as any other Flavor Glaze. Even a different flavor every batch, you still can average 4 to 4 ½ batches per hour. ***Faster than the copper kettle method (which takes 35 to 45 minutes per batch).***
2. Only Corn Treat equipment is either “backroom” or for operation on the store sales counter. These are the only “store model” popcorn “coaters.”
3. You always sell more because you have more “flash”, more pizzazz, and a better-perceived image of “freshness” when you have a Gold Medal cooker/mixer in the store.
4. More than 50 Gold Medal dealers, nationwide, are now involved in distributing Gold Medal cooker/mixers – service capabilities, parts, and possibly even “loaner” equipment would be available from your nearby Gold Medal dealer.
5. Gold Medal dealers are becoming more and more experienced in the area of candy coating equipment – and, will become more and more experienced in the future. Only Gold Medal sells through dealers. They know the equipment – have the supplies and “know how”.
6. You are never “out of business: when you are using two or more Gold Medal Commercial Corn Treat Cooker/Mixers. Not only is your equipment cost far less, but also you ***are never out of business.*** One person easily runs two at a time. Cuts labor costs!
7. Gold Medal is truly the world’s most experienced manufacturer of automatic candy coating equipment for popcorn, since 1966. This concept works!
8. With the simple method of operating, absolutely no skills are required – just a few simple instructions, and even an inexperienced newly hired employee can get perfect results every time with the Corn Treat concept.
9. One continuous “Single Flavor” operation on adequate voltage, a single Corn Treat unit produces five batches per hour – 75 to 80 ounces per batch – almost 25 lbs. per hour. That’s \$90 to \$120 in sales per hour! (At 30¢ per ounce.)
10. On a Multi Flavor operation with two units, every hour you can make nine flavor changes – up to 27 flavor changes in three hours – another Gold Medal exclusive. The ultimate in flexibility! Still, most of your sales will be Caramel, “Regular,” Cheddar and “3-Way”.
11. High capacity and the ultimate in dependability, at a very modest cost. For a “Commercial” 40 lb. per hour unit, now we have the “Mark 10.” This unit produces four, 10 lb. batches per hour.
12. Substantial labor savings versus any other candy coating method – 40 to 66%.
13. Less “breaking during mixing” with our exclusive “Gentle-Coat” tumbling action. So gentle that you can even pop medium kernel corn – no need to carry two styles of popping corn – (medium for “regular” for better eating quality and “caramelizing type” to resist breakage. Another Exclusive.)
14. The easiest and fastest “clean-up” – for frequent flavor changes. You “steam n` clean” between flavor changes “to eliminate” flavor contamination of the next batch.
15. Proven in over two thousand installations!

16. Works perfectly with any “recipe” – but most people build their profit foundations with the entire Corn Treat concept – Caramel, Milk Chocolate, Cheddar and Multi Flavors.

Retail 4 ½ ounces for \$2.00 ... Food Cost Under 25¢

With “**Corn Treat Concentrated Mix**” – Corn Treat Mix requires the addition of four cups of regular sugar. The same great “old fashioned caramel” flavor but more economical than “One Step.”

1 pounce #2094 Mix	\$2.50
4 Cups Sugar (28 oz.) @ 30¢	.50
1 Oil Bar	.28
25 oz. Cornado Popped Corn	.84
<b>Total Batch Cost</b>	<b>\$4.12</b>

Net weight Yield (includes 3% moisture retention). Net Weight Yield – 81 ounce = 5.1¢/ounce.\*

Add 4 oz. Butter @ 1.60/lb.	.40
Total Batch Cost	\$4.52

Net Weight Yield – 85 oz. = 5.3¢ per ounce \*

With “**Basic**” Corn Treat Concentrated mix – the only way to make a variety of flavors. “Basic Corn Treat Mix” plus four cups of sugar makes a clear glaze candy. Add the quarter cup of flavor mix to make any flavor.

1 pouch Basic Mix	\$2.50
¼ Cup Flavor	.79
4 oz. White Coconut Oil	.28
4 Cups Sugar	.50
25 oz. Cornado Popped Corn	.84
<b>Total Batch Cost</b>	<b>\$4.91</b>

Net Weight – 83 ounce (includes about 3% moisture retention)

Net Weight Yield = 5.9¢ per ounce \*

**Chocolate Glaze** is easy and is also profitable. Locations, which will retail at 33¢ to 44¢ per ounce will not charge “extra” for chocolate. If you sell at 25¢ to 30¢ per ounce, you may want to raise your price a little for this premium product.

1 Pouch #2090 Chocolate Concentrate	\$3.00
4 Cups Sugar	.50
1 Oil Bar	.28
25 oz. Cornado Popped Corn	.84
Total Batch Cost	4.62

Net Weight – about 81 ounces. Cost per ounce = 5.45¢. \*

\*Note: All above popped corn costs are based on costs of \$1.10 per lb. on oil bars; \$15.50 per 50 lb. bag of corn, and \$39.00 per pail on Coconut Oil. Due to drought, these figures may be out of line temporarily – by ½ cents per ounce of popped corn – or 12¢ per batch.

## ***Operating Procedures***

When you are making regular popcorn, always make sure that you measure your Flavacol special seasoning salt with the better butter flavor, so that you have 4% to 5% salt to corn ratio. Always use Flavacol seasoning salt for your regular corn. Also, offer popcorn with the butter dressing (always sold in cups), Cheddar Cheese corn, and your regular Caramel Corn. These may be your most popular. Then, offer “3-Way” – it is a gold mine waiting to be discovered.

With a little experimentation, you will determine that certain flavors taste better when you use Flavacol Seasoning Salt – but certain other flavors might be better to be popped with Col`R Pop Salt or combinations – some may be better if you pop them with plain white coconut oil instead of butter flavored and colored coconut oil. It really depends on what flavors you want to offer – and, what taste is preferable in your market. Generally speaking, a little salt and a little buttery flavor tend to enhance all other flavors. In other words, if you’re making a “butterscotch” type candy coating, you’ll want the Flavacol in there all the way. But, possibly not when you make a Blue Raspberry or Bubblegum!

### ***Confused? You won’t be once you get into it.***

To make regular Caramel Corn, you pop your corn in the regular manner as described above. In the cooker/mixer unit, you place 8 ounces of water, a Naks Pop Oil Bar, and a package of Corn Treat Mix Concentrate, plus four cups of sugar. Put on the lid, make sure heat is turned “ON” and motor is “OFF”. Leave the lid on “till steam comes out” – then remove it. The “condensation” dissolves crystals on sidewalls. When the buzzer sounds, the Corn Treat Mixer has already shut the heat off – and, you should turn it off – turn the motor “ON” add the stick of butter and add your 5 gallon measure of regular popped popcorn. (When the heat is on and the motor switch is off, the motor actually agitates a few seconds out of every minute just to keep the temperature of the mixture uniformly agitated across the thermostat probe.) Let it mix 5 to 10 turns.

Then, tilt the dump handle up and latch it in the “Final Mix” position. Mix for a minute or so to make sure that everything is being evenly distributed – spray in 15 to 20 “squirts” of the “Free N` Easy” corn Separator, mix another minute or two, then tilt it all the way over – spread it out – return the kettle to the original upright position – add more ingredients – start the next batch. Next, spread your original batch just a little more – but you must be careful not to break the tender kernels – don’t put a lot of downward pressure. Rather, take your scoop in hand, upside down – and, with metal-to-metal contact between the scoop and the cooling pan, run it *under* the layer of corn and let it separate gently.

## *Operating Tips for Greater Success*

When you make Caramel, Butterscotch, Toffee, Butter Rum, or Peanut Brittle flavors or similar flavors, always add one Naks Pop Oil Bar when you load the ingredients into the Cooker/Mixer kettle. If you like to use real butter, add the stick of butter when the buzzer sounds at the end.

Do not add butter to any mix during the cooking process. If you are making a flavor which tastes better with butter, put in the stick of butter when the buzzer sounds – turn on the mixer motor and then add your corn – the butter should totally melt by the time the mixing/coating process is completed. ***Butter burns at a temperature much lower than 275 °.***

On other flavors, always use about 4 ounces of a good vegetable shortening such as our White Oil Bar, if you are not using a Naks Pop Oil Bar. These 4 ounces of shortening will give you a better “spread” or “extension” or coverage. It also tends to produce a slight vegetable oil film, which aids in separation and is a light “moisture barrier.”

In humid climates or at a humid time of the year in any climate, once your candy coated corn is cooled down and thoroughly and totally separated, it should be packed in a moisture barrier container such as a clean white plastic pail with a tightly fitting lid – or, at least, a large two mil (preferable three mil) plastic bag for bulk storage until it’s time to pack it into your retail sizes. Don’t make more than enough for a few days’ sales during Summer.

For guidelines to the proper manufacture of various colors and flavors of candy-coated popcorn, see the chart on page 9. You’ll see the suggestions for the proper popping oil, the proper salt, the proper mix, the proper choice of vegetable shortening in the kettle and the proper flavor, plus the proper “natural additives” to make your product even more appealing – more unique – and, to make your products sell even better.

To make a perfect glaze every time – once you load the ingredients into the kettle, all sugar must be dissolved. All mix must be dissolved including the flavor mix:

With the heat “ON” and all ingredients are loaded into the kettle, and ***before the water boils off***, place the lid on top of the kettle. In five or six minutes, as the steam rises, condenses on the lid and comes back down the side walls of the kettle, this will effectively dissolve all crystals – then, carefully remove the lid and set it aside.

Now, add the flavor concentrate if the batch is other than Caramel.

The Corn Treat Unit is NSF (National Sanitation Foundation) approved. In a commercial operation, where you have good cleaning facilities, you can be sure that an aluminum cooling pan – preferably approximately, six square feet (2 feet by 3 feet, approximately) will cool your mixture more quickly than a stainless steel pan. Today, most people order 2 to 4 of our #46467 Cooling Pans for each “regular” size Corn Treat machine. Some operations even use a blower fan to assist in the cooling operation.

To aid in separation, always spray 15 to 20 “squirts” of Free N` Easy into the tumbling mixture in the drum during the last 45 to 60 seconds of mixing. “Free N` Easy” is a must for easy, effective separation.

When making a variety of flavors such as Banana or Cinnamon, for example, once you add the quarter cup of Flavor Mix (at a point where it's obvious the water has boiled off and the mixture is starting to thicken), turn the motor to the "ON" position and run it about 10 revolutions (15 to 20 seconds) to start dissolving the Flavor Concentrate. Normally, the heat does not rise at all when the motor is in the continuous "ON" position – thus, you tend to stop the heat rise process while the dissolving is going on – then, turn the motor "OFF" when it looks to be about 90% dissolved. During the balance of the cooking cycle, the rest will dissolve. Note: Be sure to "spread" the flavor as you add it.

Anytime you add water to the cooking kettle (either in the process of making a new batch of the same flavor you made last time, or for the "steam and clean" process, always pour your water directly over the top portion of the lower paddle). This tends to prevent build-up of candy on the surface – and, will speed the "steam and clean" process.

In doing the "steam and clean" it's merely a "flavor change" prior to making the new batch of a different flavor, you can leave the heat "ON". If it's a steam and clean at the end of the day, do not leave the heat "ON" – there is plenty of residual heat in the castings in the bottom of the kettle – give it plenty of time to steam – and cool down. On a single flavor change, probably a minute or two is plenty. Then, tilt the kettle forward and dump the colored liquid into a shallow pan.

**Note:** At High Altitudes: Water boils at a lower temperature at higher altitudes – to prevent cooking that is too rapid for a good glaze, add a little more water to prolong the cycle.

Prepop versus freshly popped corn. If you put a glaze on corn that has been popped in a kettle with popping oil, do not prepare your corn more than three hours in advance. Freshly popped corn, which is "kettle popped", still has a vegetable oil film on the outer surfaces of each popped kernel – therefore, you get more "spread" and "more even coverage" and a better looking end product. It simply looks like it has a higher value, when you use "kettle popped" corn that has been popped within the past hour or two hours.

Should you "pre-warm" the corn before you coat it? Technically, the candy glaze keeps spreading, until it cools down to the point where it can no longer spread. The more quickly it cools down, the sooner your coating can go no farther, and you might as well tilt it over, spread it, cool it, separate it and make your next batch. Really **cold** corn will not give you an attractive even coating.

### ***What if You Want To Make A “Variety” Flavor?***

Turn the heat on. Use a pouch of Basic Corn Treat Mix Concentrate – plus 4 cups of regular white granulated sugar – and 1 cup (8 oz.) of water – and, again, you may want to use clear or the butter flavored Naks Pop Oil Bar. (When you get to the end, if you don’t like the color, next time don’t use colored oil. Instead, use one White Oil Bar. Put the lid on when the steam starts coming out. ***Carefully, remove the lid and add the Flavor.***)

When you’re using our powdered Corn Treat Flavor Mix, the color may be capable of withstanding the heat – but most of the flavors are highly aromatic – and should not be exposed to high heat for any prolonged period. That’s why you add them near the end of the cook cycle.

As you change flavors, some people like to “steam clean” the kettle for a minute or two – pour the “steam water” into a dishpan and make your next flavor!

Our “Free N` Easy” also helps, since it contains the emulsifiers needed. If “Free N` Easy” Spray is not available, ask your dealer to get it for you.

If you are going to offer molded shapes of candy coated popcorn, it is important to pack it into the mold ***before*** the candy corn cools. ***Note:*** Do not use “Free N` Easy” for molded items. When you make popcorn balls with our Corn Baller, you must work fast – before the corn cools.

### ***Wet Pop Versus Dry Pop***

If “product appearance builds sales”, then always use a Cornado Electric or UL approved Jumbo 360 Gas Popper. Most people feel that corn popped in oil (wet popped) will pop out bigger! If you coat (caramelize or glaze) within 2 to 3 hours, the popping oil coating is on the surface of the corn – thus, giving more “spread” to the coating. The finished product looks better – and, you get a larger “volume” per pound. Therefore, it looks like a better value – Two Ways! Besides it’s safer, eliminates the “Fires in the Dry Popper Drum” (which tends to frighten employees). For good “Savory” corn, you must “wet pop”.

Remember, “Wet Poppers” with capacity for a high volume candy corn operation were introduced after World War II and that is the only reason why all old timers dry popped – they had no choice.

## ***Beginner's Approach to Marketing Caramel, Cheese or 3-Way Popcorn***

- ☒ Over-the-counter retail sales of bags – at least 3 to 5 sizes.
- ☒ Over the counter retail sales of Gift Cans or gift packs – at least 3 to 5 selections/sizes of “keepsake” (re-useable) cans, tins, or glassware.
- ☒ Walk-in sales for out of town shipping or mail – be sure to take VISA or MasterCard! Set up charge accounts for local Doctors!
- ☒ Local “wholesale” to vendors at flea markets, bazaars, fairs, “upscale” ice cream/candy/nut shops. Could be packaged in cans or bulk.
- ☒ Gift can sales through local retailers or boutiques or gift shops or deluxe candy or ice cream shops. Note: This outlet is almost endless in scope – your success would depend on how aggressive you solicit this business (as well as the quality you maintain and the packaging you develop).
- ☒ Sales to companies as gifts to clients – such as 100 gift cans to the major banks in town. Realtors are great customers (gift to a new homebuyer).
- ☒ Personalized gift sales, e.g., gift can that could be reused with monogrammed initials. Use local art school students on a co-op basis.
- ☒ Mail order as a result of ads placed in various magazines or journals such as Arizona Highway, Cincinnati, Texas, Ohio, New Yorker, Big D, Washingtonian. Don't forget to use “coupons” in suburban papers.
- ☒ Sell Super Saver bags to department stores, gourmet retailers, etc. They'll want 35% to 40% gross margin on their retail price.
- ☒ Major college booster groups – this can be several hundred cans per year.
- ☒ Get your “4-Way” can (Chocolate, Butterscotch, Cheese and “Regular” listed in Gift Catalogs distributed by department stores, luggage shops, “Country Store” type businesses – in fact, any “upscale” business catalogs.
- ☒ Always work to build your mailing list. Ask walk-ins to “register for our monthly drawing of a \$25.00 Gift Certificate.”
- ☒ Always put an order form in with all shipments – mention, “quantity discounts for orders of 25 or more cans. Great fundraiser for your group – a great gift item for businesses.”
- ☒ Always put a mini-brochure/price list (minimum size 8 ½ x 11”) in with each over the counter sale.
- ☒ Use a “\$2.00 off coupon” in the suburban weekly “Shopper” type newspapers which go to the “middle-to-upper class” neighborhoods – feature a “Flavor of the Month – try it – it's new” approach, also.
- ☒ “Standing Orders” for your “college student away from home” – a “can the first time and then a refill three times each semester – we'll charge your credit card when we ship – you may cancel at any time.”
- ☒ Manufacturer reps., and industrial sales people, can buy hundreds, if not thousands, as holiday season gifts to good customers.

## *Observations to Help Get Started*

1. Get the names of 3 to 5 retailers (local or out of town) who have a brochure they mail to inquirers who purchase gift pack cans of flavored popcorn. Send each a postcard or a letter and ask for their latest brochure and price list – then, use the best ideas in each and develop your own brochures. (Make sure yours is simple to understand.)
2. The successful shop makes money three ways.
  - ☑ Over-the-counter sales of bags, boxes, can, popcorn in glassware, etc.
  - ☑ Gift Pack Sales shipped by United Parcel Service – cans – big bags – etc.
  - ☑ “Wholesale” Sales of Cans, or “case goods” of “Super Saver” packaged goods. If your location isn’t so good, sell through outlets, which do have a good location.
3. Therefore, you start with #1. It’s important to get all possible ideas for your retail sales area. One way is to visit a few successful shops. We can make some suggestions. Or, check local Yellow Pages under “Popcorn Confections Retail.”
4. To help you develop a crystal clear mental picture of your own Multi Flavor Popcorn Shop, you should visit at least two or three other successful shops. This helps develop your own ideas on product presentation, interior décor, display, and uniforms for your sales clerks, etc. It’s important to take the best ideas from at least three or more shops and tailor them to your own total theme and your own market place as well as your basic sales direction. It’s not exactly a case of, “When you’ve see one, you’ve seen them all.” We are not encouraging you to do anything illegal such as “borrow” somebody else’s copyrighted service marks or possible trademarks. Rather, it’s just a sound business investment to see “how the other guy does it.” IF you can come to Cincy for a 3 to 5 hour “session”, this will be your most productive “idea session.”
5. Investigate before you invest. Be willing to spend some money – even Airline Flights – to visit other shops.
6. For Item #2-B collect magazine ads from others, as well as the brochures. Select a small ad agency or art studio to help you do your ads and your brochure. Yes, this costs money. A good agency also might help you get a lot of free publicity – so, select an agency which is as excited about this as you are.
7. How much should you spend on sales promotion and advertising? This varies and depends on your early stage sales. Eventually, it may be 5% to 20% of sales.
8. “Scratch recipe? Some “old timers” as well as “Momma-Poppa” shops, use their “old family recipe” for Caramel Corn. The Corn Treat machine does not know what recipe is in it – it works perfectly.

But, for operators who use “hired help” or who wish to own two or more stores, here is a tip:

They all put their scratch recipe away and go with Gold Medal’s totally dependable, easy to use Portion Pack mixes and Flavor mixes 100%. The end product is uniformly high quality. The consistency is perfect.

So, if you do not want to be the chef all day long, every day, then join the operators who have switched to the easy, dependable Gold Medal Candy Corn Method.

## *Natural Additives for Gourmet Popcorn*

Now that this industry has more of our “3<sup>rd</sup> Generation” shops, there is a greater emphasis in the mind’s eye of the consumer on getting product that has a higher perceived quality! We show you how to sell more with “add-ins.”

***Raisins:*** Gold Medal is not in the business of distributing raisins – nor, is Gold Medal dealers. However, your neighborhood bakery buys hundreds of pounds of raisins every month from his bakery supply house. That supplier may also sell semi-dehydrated, ***diced*** applies – another great add-in. A truly gourmet popcorn shop operator who really wants to emphasize product quality and product enjoyment to the consumer must get a source on raisins, after all, the franchise shops cannot use raisins, nor ***any*** of these goodies.

***Granulated Nuts:*** In the Gold Medal catalog, you see our granulated peanuts for use in Candy Apples and Caramel Apples – this is the ideal size for “Peanut butter brittle” candy glazed popcorn – but, if you prefer larger whole “Spanish red-skin” peanuts, which are more traditionally used in peanut brittle or in Cracker Jacks, that’s okay with us. The point is, as you look for an “enhanced” product, and as you wish to feature a “flavor of the month” (with granulated peanuts), you can do it with Chocolate, Toffee, Peanut Butter, regular Caramel, Honey, Butterscotch, and probably several others. The whole idea in finding a “flavor of the month” each month is to “create” – customers – and, if you think they like it enough, then you keep it in the line --and, probably eliminate the slowest item you have in your total array. There definitely will be regional preferences – and, you must find out what the people in your area like best – the only way to do it is by “natural additive enhancement” – and promotion of your “flavor of the month.”

***Dried Banana Chips:*** Don’t make Banana without them! With a little effort, you can get them. Basically, these are processed in the equatorial regions of Africa, Central America, and the Philippines – and, are readily available from importers in the New York metro area or in many other areas. But, since they greatly enhance the banana flavor, and directly influence banana glaze popcorn sales upward, use some even if you buy them at Krogers at \$2.99 per pound. The right price is under \$1.25 per pound.

***Apple Chips:*** There are a lot of different types of apple chips available – freeze dried – dehydrated – diced and semi-dehydrated – diced and semi-freeze dried. At present, Gold Medal does not stock this item – but, if you want it, we can help. The apple chips we think are best in a candy-glazed popcorn are thin – the thick ones retain moisture and cause sticky product after 4 days.

***Shaved Coconut:*** This is another product you can put in with Chocolate – Pina Colada – or, certain other types, according to your desires, as you seek a new “flavor of the month” every month. Shaved Coconut is readily available in virtually every major metro market. During the Coconut short-age, this item may be scarce.

# Questions & Answers

## ***Do I need to “steam and clean” between all batches?***

Some people prefer to steam and clean between every “flavor change” – others will not steam and clean between regular Caramel, and a switch to Butterscotch – and a switch to Toffee, for example. Some will make the lighter colors first (such as Banana or Pina Colada) and then not steam and clean as they go to the next darker flavor. However, there may be just a little bit of residual flavor and color – thus, we recommend that you do a little experimenting and operate on a procedure with which you feel comfortable. With “hot” Corn Treat kettle casting bottom, you are not “wasting” any more than a minute for a “quickie steam and clean” – so, establish your own procedure.

## ***Should I use Corn Treat Bags?***

If you are in a highly humid area, once each batch cools, you must protect it from attracting moisture out of the air. In an air-conditioned shop where you try to maintain a relative humidity of 50% or less, this may not be such an important factor, but, when the humidity is high, you had better find a way to protect your finished product from attracting moisture out of the air. Heat sealed Corn Treat Bags in the three sizes are an acceptable moisture barrier for a few hours. If you’re running a “route” or “wholesale” operation of packaged goods, you may wish to have our own special film. For long shelf life, use our Super Saver Bags.

## ***Why should I purchase two Cooker Mixers?***

“Buy a second one as a back-up,” but that is not the right reason to buy it.

Let’s look at the reasons why a potentially busy location should buy a minimum of two:

- If you pay 2000 hours worth of labor per year at \$5.00 an hour, that \$10,000 it costs you for labor expense for the product.
- However, if you are running two cooker/mixers, you theoretically “save \$5,000 per year” in labor expense (if you can sell it all). Regardless, of how much you sell, if you only operate 20 hours a week, that’s a thousand hours a year – your labor expense is \$5,000 per year – and, you save half of it by operating two with one person!
- There will be “seasonal fluctuations”, and no “rental” equipment is available during the October 1 to December 20 super-rush period. Thus, you will need it to capitalize on the high-season opportunities. So, get it and have it.
- If you have “excess” production, then you will be inclined to get out and find ways to sell/merchandise that extra production. You will create a wholesale route – both packaged goods and canned goods. In other words, by having two units, minimum, you will force yourself to build your business faster and capitalize on the opportunities faster – and, do it before somebody else does.
- The poorest reason for buying two is to “have one for back-up”. (But, if your location is far distant from any service capability, it still may be the best reason to own two.)

### ***If the Gold Medal Corn Treat Concept Patented?***

Yes, you bet it is – this unit, which radically departs from all previous methods of manufacturing candy-glazed popcorn, was granted a patent.

### ***Why can't I just use a Whiz Bang popper or a Citation, plus a single Corn Treat machine?***

The answer to this one is simple – yes, you can – the minimal setup would probably be a Whiz Bang 12-ounce kettle popper, plus a Corn Treat Cooker/Mixer Unit, plus a cooling pan. For the shop that plans to do approximately 12 batches a day, this still multiplies out to 60 ounces – or, \$288.00 in retail per day – and, that comes out to \$230.00 or more in daily additional gross profit margins, if you sell it all.

### ***How do I display the Cheese Popcorn or Sour Cream N` Chives – or, Nacho Cheese or Pizza Flavor? ( Any “Savory” Flavor)***

Since these taste better when served gently warmed, we recommend the Model #2186, 12” (narrow front) Nacho Servalot Warmer. A group of 3 to 5 on your counter can adequately display whatever number of “savory” selections you wish. In the Nachos section of the catalog, this unit is shown with the “Nachos” decal. The decal is not affixed. We now have an attractive “Savory Popcorn” decal, also. These Servalot Warmers are available with “suction cup” feet to prevent sliding on the counter if you place them on the front counter. If placed on the back counter, this might not be necessary. The special decal is made so you can put on the flavor name with a special marker.

### ***Should I sell “popcorn only” in my shop?***

If you are in mid-town Manhattan, you may be hard pressed to keep up with the demand for just multi-flavors of popcorn. But, in “Small Town” U.S.A.” or “Small Town, Ontario” in Canada, you will find that you might not be kept 100% busy, 100% of the time if you offer only popcorn. That’s when you start developing some of the other four types of businesses described elsewhere in the book. In a retail “Fun Food Snack Shop” you will find that Gold Medal is North American Headquarters for Cotton Candy equipment – Nacho equipment, Slush equipment, ade type beverage equipment and a host of other long profit Fun Foods. If you do not have our catalog, please request it immediately to see the full range of allied items, which might be just as profitable as your variety of flavors of popcorn.

### ***A good rule of thumb to follow considering additional items is this:***

*Keep adding additional long profit items that you do not compete with each other, until you stop increasing profits. “Popcorn alone” may not be profitable 12 months per year.*

### ***How do we make popcorn balls?***

You will see the “Gold Medal Corn Baller” shown in the Caramel Corn section of the catalog – this is a “giant” pair of pliers, teflon lines – and, immediately after dumping the batch, start forming the popcorn balls. If you wish to make an entire batch into popcorn balls, you must

work fast. If the corn “cools” too much, you will end up breaking too much corn – and, it won’t stick together too well. After you make your first batch into popcorn balls, you pretty well will know how much time you have to work. Don’t use Free N` Easy in a batch you’ll mold. After making the batch into popcorn balls, it’s a good idea to wrap them into a clean poly or clean cello – tie-off with twist ties and put on display.

Marketing popcorn balls is a separate subject – with varying opportunities according to the “thrust” you have determined for your business.

### ***Why do you use a stick of regular Naks Pop or “natural” Naks Pop in every batch of glaze?***

Actually, there are two reasons. First, the oil turns the candy into a foam. Therefore, you get a far better “spread,” on your corn. The product looks better – it looks like it has a higher perceived value because it looks like there is more candy covering every kernel of popped corn.

The second reason lies in the fact that you end up with a vegetable oil “film” covering the candy glaze – this aids in the separation and provides a slight “moisture barrier.” No one says you *must* use the stick of colored and flavored Naks Pop oil or the 4-ounce stick of “natural”, but you end up with a far better product if you do use it! It looks better, in certain flavors; it tastes better – because your end product is truly a higher quality end product!

**Note:** If you want to use butter, add the stick of better to the candy when the buzzer sounds. Then, add the measure of corn.

### ***Should I give each gourmet popcorn item a “name”?***

The answer, how many “Big Macs” do you think McDonald’s would sell if they didn’t have a name for it. Don’t you think “Whopper” helps Burger King? In the food and beverage industry, there is almost a universal belief that “if you give it a name, you can promote it better and sell more of it!” So, now is a good time for you’re to “let your imagination wander!” Try to think of some “wild and crazy” names for each flavor. Some of the following names are ones which we created for cotton candy flavors in 1970 – one firm has copied several of these for Slush flavors – in your retail operation, you can probably “borrow” whimsical flavor names from a lot of sources. People who use Gold Medal’s flavors are welcome to use our flavor names – but, if you “borrow” a copyrighted name, the copyright owner could cause you a ton of problems. (Note: Our Catalog and “Names” in it are copyrighted!!!)

Let’s get a start on the list – you can see what we’re talking about – and, you can “join in the game,” as you think of names that are far better than these:

Boo Blue Raspberry	Cornfetti (a mix of 4 or more)	Macho Nacho
Wild Strawberry	Red Hot Cinnamon	Wacky Watermelon
Jolly Berry (Strawberry)	Cheesy Cheese	Bamin’ Blueberry
Wild Cherry	Porky Pop (Bacon Flavors)	Silly Nilly Vanilla
Top Banana	Pizza Pop	Toffee
How Green is My Apple	Taco Pop	Ranch
Piney Colada	Barbe-Corn	Cajun
Oh-Jay (Orange)	Super Hot Pop	
Spooky Fruit (Grape)		

Corny? Literally and figuratively, yes! You can develop funnier names – cuter names – much more clever names. Don't you think it would be a lot easier to get a publicity release in the local newspaper – and, get a lot more “ink” when you have something to talk about?

Col`R Pop is a product created by Gold Medal – nothing more than an extension of our old “St. Patrick's Day green salt.” During the development of additional “savory” flavors (as opposed to glaze), there is a need to have a slight tint in the corn for better display. Thus, when making a Sour Cream `N Chives flavor, you may want to use the green Col`R Pop. But it's not a bad idea to use that when you are making a green glaze such as Spearmint, Green Apple or Lime.

When making a Blue Cheese, a slight tint of blue might be nice – but, using blue Col`R Pop when you pop the corn for Blue Raspberry is another plus – the corn looks better in your display – and, while you always get better “coverage” with the Gold Medal Corn Treat concept, the corn looks even better when you pop with Blue Col`R Pop.

When manufacturing Bacon Flavor Savory (Porky Pop), you may want a slight pink tint – and, certainly will want a pink tint when make a red glaze such as Wild Strawberry.

While it is not necessary to use Col`R Pop, don't you agree that an attractive colorful display with differentiation in color from product to product is “just a little extra finishing touch,” to make your operation heads above the rest!

By using Col`R Pop and White coconut oil, you get a different color popcorn from Pink Col`R Pop and Yellow oil. Experiment so that each “savory” has its own “look”.

### ***What should my starting order of supplies and ingredients consist of?***

The answer is not too difficult – let's assume that you are planning a shop that will do \$250,000 per year – let's assume that you want a 25 time turn on inventory, and therefore you should always have enough stock on hand to do \$10,000 in retail.

Your local Gold Medal distributor would normally recommend that you buy your popcorn 500 lbs. at a time (10-50 lb. bags) – the proper oil to corn ratio is 30% -- therefore, you will need three 50 lb. pails of coconut oil. To start, probably one will be colored – the other two will be plain white coconut oil. Always start with one case of Flavacol – the “commercial size” (half gallon milk cartons) is probably a little better for you than the quart size carton. The 500 lbs. of corn will give you approximately 9000 ounces of finished product – that means ready to sell as “regular” or “battered,” – or, ready to dust with the savory powder – or, ready to glaze.

Next, what is the ratio of sales of glazed versus the combination of “regular”, “battered” and “savory”? Let's assume that it's 50-50 – therefore, take 4500 ounces – multiply times three (because one-third of the net weight of glazed corn is corn – the other two thirds is candy). That relates to approximately 13,500 ounces of finished glazed candy – at 33¢ an ounce, that equals a little under \$, 500 at retail. The other half of the corn sold at savory or regular relates to just a shade under \$1,500 at retail – thus, this gives you enough product to do \$6,000 in retail.

That means you must order corn every week – a 500-pound group of corn and oil and Flavacol will more than likely be your minimum weekly order.

### ***How many cases of Corn Treat Mix should you order to go with this?***

At approximately 800 ounces per batch, you will need a shade under 170 batches every week! In a typical order of 10 cases of Chocolate (60 batches), 10 cases of concentrated Caramel Corn Treat Mix (in quarts, 120 batches) and 10 cases of “basic” concentrated mix (120 batches), you have the capability of doing a total of 300 batches. 20 cases of “Basic” may be better.

Thus, your proper “order quantity” may be ten cases of each. Your proper “order point”, is when you get down to 5 ½ cases or so.

With respect to Corn Treat Flavor Mix concentrated powders, you should always start off with two cans of each – and, when you open up the second can (each can is enough for 15 batches of that particular flavor) and another can on your weekly order.

By following this guideline, you are in a position to do a maximum of \$6,000 any week – but you will average enough inventory in-house at any point in time to do about \$10,000 worth of sales in a two week period – you will be getting close to a 25X turn on your inventory. WE are not making claims for anticipated sales – nor, are we saying that 25X turn on inventory is exact or precise. This is not a “precise” business.

But it is very, very important to check your inventory in detail every Monday morning – and watch your inventory consumption so that you ***never run out of stock***. In this business, when you pay \$30.00, or less, for 100 lbs. of popcorn and it turns into 5400 ounces of glazed product, which you retail at over \$1700.00, can you afford to be out of stock on popping kernels? You be the judge.

### ***Should I take a trip to Cincinnati to spend time learning everything there is to know about the Corn Treat Gourmet Popcorn Shop concept before making a purchasing decision?***

That’s the best question of all in this question and answer portion of the book!

Unless your local Gold Medal distributor has a working Corn Treat Department in his display room, then by all means, spend several hundred dollars for a round-trip airplane ticket to Cincinnati. Please make an appointment so we can roll out the red carpet in our Corn Treat test area.

Here you will have an opportunity to see the superior popping performance of the Cornado popper. You will have an opportunity to automatically produce several different batches of various flavors of savory. Then, of course, you’ll have several opportunities to make different batches of variety flavors of glazed candy corn – and, you’ll have a chance to “experiment” with some of the “deluxe” items – the ones where you add the apple chips, raisins, shredded coconut, granulated peanuts, or the peanut butter or whatever.

Thus far, everyone who has visited Cincinnati for the Corn Treat concept demonstration and “hands-on” involvement has commented essentially the same way – it more or less goes like this:

“We’ve tried the rest – and, these flavors are best. This concept is absolutely idiot proof – it’s exactly what we want – there’s no secret – everything is so much more open – this is the concept we want to go with. I’m glad we came to Cincinnati.”

If you’re looking to open one shop, that visit may save you over \$25,000 the first year and over \$12,000 a year every year thereafter – but more importantly it gives you the latest “state of the art” in terms of making an outstandingly superior end product. If you’re looking to open five shops, you can multiply those numbers by five.

Yes, it’s probably worth spending a few hundred dollars.

***Someone said, “ Gold Medal’s Corn Treat Machine breaks up too many kernels of popped corn.” Is this really true?***

The answer is, actually, that is totally false! The exclusive patented design of the Gold Medal Corn Treat machine gives you three distinct benefits:

- ☑ The mixing/coating action is so gentle that there is virtually zero break-up during the normal glazing process (unless you let it set there and mix for five minutes – which is probably 2 ½ minutes too long). Even if you mix it for an extra minute or two too long, you will still only reduce your total volume of finished glazed product by less than 10% -- and, that’s even if you use the ***more tender medium kernel corn***.
- ☑ All other candy glazing equipment manufacturers tell you that you must use either the large yellow hybrid or the special caramelizing hybrid of popcorn. Both types of corn are very tough – neither has every good “eating qualities” when sold as “regular popcorn” or “savory” popcorn – thus, for every other type of candy corn machine, you must always carry two types of inventory of raw popping kernels. Not so with the Gold Medal Corn Treat concept – in fact, we recommend you always use the medium kernel hybrid – a derivative from the old Japanese Hellenic variety which is much more tender and simply has far superior “eating qualities.”
- ☑ Since there are more kernels per pound of this medium kernel corn, you actually get more “volume” – your finished 3-ounce container (net weight) looks bigger. Conversely, your one-gallon size give pack actually weighs less when you use medium kernel.

In summary, the only candy coating machine or candy coating method that can use medium kernel corn happens to be the Gold Medal Corn Treat equipment! There is more profit for you when you use it, and there should be more sales for you if you every get into a competitive situation where you are up against someone who uses the tough type popcorn and throws a candy glaze on it. Yours will be far superior.

***How important is the Underwriters Laboratories listing mark and the National Sanitation Foundation mark on a Gourmet Popcorn Shop machine?***

Unless you are operating in a barn on a farm, quite removed from the city, you may have the Board of Health inspecting your place of business – the city “building inspectors” will probably be inspecting – the “fire Marshall” will have a representative making inspections – and, unless you have the Underwriters Laboratory listing mark on the equipment, you may never be able to operate.

The only candy glazing equipment, which carries the Underwriters Laboratory listing, is the Gold Medal Corn Treat Cooker Mixer unit.

In addition, the only gas fired popcorn machine to get the UL listing or any other seal of approval happens to be the Jumbo 360. When properly mounted with 6” of clearance on all three sides and 36” of overhead clearance (part of the UL specifications for installation), the Jumbo 360 would be the only gas fired popper that could be operated in a public place such as the shopping center or strip center or hotel arcade or other “public” type of place.

## *How “seasonal” is the gift can business?*

It really depends on how much experience you have had in developing sales for gift tins. A lot of Gourmet Popcorn Shop operators stay a little laid back during the hottest, most humid summer months. But, here’s a list of some ideas you might want to look at as you come to seasonal sales opportunity for gift cans of Gourmet Popcorn:

- ★ September – the “back to college” season.
- ★ October – the “pre-Halloween” gift can market – usually smaller ones.
- ★ Mid-October through Christmas – “the pre-Christmas gift giving season.” (When dealing with the manufacturer’s reps and corporate gift can givers, remember, these people make their decisions on what to give really quite early. Possibly, even mid-September. For sure, start marketing October 1<sup>st</sup>.)
- ★ January – a second “back to college” season.
- ★ Late January and early February – the “Valentine” gift season.
- ★ March and April – the “School Booster group fund raiser season.” (May also be repeated in late September and early October.)
- ★ May 1 through August 1<sup>st</sup> – the “Thank you to homebuyers” – more people change addresses in the summer, if they have school age children. Work your real estate agents and develop a “season” for this market.

Of course, you can see that virtually every month of the year, there is a “market” for gift tins, if you wish to work on developing it. There’s just one word of caution which was mentioned in the questions and answers section – comments concerning the keeping properties of finished product.

Make sure you check your particular “approach to extending the keeping quality” of your finished product in the tins. There are many ideas to prolong the life such as:

- Wrap saran around the top and “shrink” it to seal.
- Use tape to tape the lid to the can – but make sure the pressure sensitive adhesive is removable – otherwise, you tear off the paint.
- Put the entire can in a large poly bag and twist-tie.
- Use a poly bag can liner and twist-tie inside.
- Don’t do anything – and, depend on the “friction seal of the metal lid against the head that is formed at the top edge of the can.”

Whatever works better for you is what you ought to do – but check whatever your “solution” is, to make sure that it really does solve the problem.

## ***You talk about “Speeding it up” – what do you mean by five batches per hour?***

If you use hot water instead of cold water, you get a faster cooking cycle. If you learn how to dissolve all the ingredients of 7 oz. of water rather than 8, you get a faster cooking cycle.

If you leave your heat switch turned “OFF” for no more than one minute while the mixing is going on – and, make sure you turn it back “ON” even before you dump, you get a faster cooking cycle.

The following procedure is ***not recommended*** – but, if you have a special order and need to make a lot of extra batches in a short period of time, you actually can “pre-heat” the batch of ingredients in a 3 to 4 quart saucepan – and, once you dump out batch number one, put the pre-heated mixture in the Corn Treat machine – but, while you can dramatically speed up the number of cycles per hour, this is not recommended for several reasons:

- ♦ If you heat the mixture up close to the boiling point, you can splash it and someone could be burned.
- ♦ With two four-quart saucepots on a twin hot plate, what if one batch overheats and burns?
- ♦ It’s very difficult to “control” the person who is doing this.

Therefore, while it’s obvious that you could figure this out yourself, as a way of getting maybe eight batches per hour out of one Corn Treat machine, we caution you against it because it is not totally safe. Extreme care and caution must be exercised. Also – and, this very important – if you leave the heat turned “ON” in the Corn Treat kettle and have no ingredients in it for any prolonged period of time, you can permanently damage the unit – and, this type of damage is not covered under our parts warranty. Thus, if you do this, you are “on your own”. Is that fair?

## ***What is the Flav-R-Tater?***

To get automatic savory production, use the automatic Flav-R-Tater. Fill the “shaker box” to the line with freshly popped corn, put in the 1/3 cup of flavor, put on lid, turn on for two minutes – empty and repeat. See catalog for more details.

## ***What is “Cheddar Easy”?***

The “Cheddar Easy” concept is absolutely the easiest way to produce a true cheese coating on freshly popped popcorn. Either White Cheddar or Regular Cheddar easy is packed in 35 lb. pails. It’s necessary to warm the “paste like cheese” somewhat – not above 130 degrees – and, then fill a 16-ounce cups with this melted cheese and pour it over a five gallon measure of freshly popped popcorn, which has been placed in the Cheddar Easy “mixing tub.” Turn on the motor and allow it to mix for a minute or so – when it appears to be perfectly evenly coated, turn the motor off, lift of the paddle, and pour the Cheddar popcorn into your display cabinet.

This Cheese coated popcorn is “the easiest to make Cheddar Corn” – that’s why we call it “Cheddar Easy!”

Cheddar Easy is one-third of a serving of “three-way.” Today, more and more locations are discovering the gold mine in three-way popcorn. It’s a great combination of flavors that “blend” in a mouthful that’s about one-third Regular Corn, one-third Caramel and one-third Cheddar Easy. The Cheddar Easy mixer makes it possible!

## *Cans*

The biggest sale (\$12.00 to \$36.00) is not in either a bag or a box. It's in a lithographed metal can – available in several sizes and shapes – many people purchase these from the Bertels Can Company at the Hanover Industrial Park in Wilkes-Barre, PA 18703; or From Independent Can Company, 1001 South Lakewood, Baltimore, MD 21224, or order small quantities from Freund Can Company, 183 West 84<sup>th</sup> Street, Chicago, IL 60620. On a cash and carry basis, a medium can full or regular popcorn only, might retail for under \$15.00 – on cash and carry with one-third regular popcorn, one-third Cheese Corn, and one-third Caramel Corn, it might retail for \$15.00 to \$17.00 or \$18.00 – or, shipped by United Parcel Service, may retail for \$21.95. But, of course, you have the expense of the shipping carton, United Parcel Service charges, etc. (Plus, the advertising.) Larger cans retail at \$25.00, \$30.00 or even \$35.00, prepaid.

The above can manufacturers make tapered cans – which “nest” into a stick – this saves freight expense. If you have a nearby straight-sided can maker, you may buy them “plain” and save about 50% on the can cost. Many major metro areas have a straight-sided can maker. For example – the Allstate Can Company with factories in Clifton, New Jersey, and St. Joseph, Michigan. Or, check Thomas Register under “cans, slip cover” for other makers near you.

Naturally, you can develop all types of gift packs – you are not just limited to tin cans. As a guideline, you can get a lot of ideas from a gift catalog from somebody like Swiss Colony Cheese or one of the gift catalog people. Almost anything you can do with Cheese, you can do with variety flavors of Popcorn. Other container ideas are in the Libbey Glass or Anchor Hocking Glass catalogs.

In some editions of this “Gourmet Popcorn Shop” book, there are brochures furnished by both Bertels and Independent. Be sure to contact them as well as manufacturers and importers like “Atlantic Can,” Tin Box, Art Craft Tins, Keller Charles.

The idea of a multi-flavor popcorn shop is very exciting – it's very tempting – and, a lot of people will make tens of thousands of dollars each – possibly, some will make well over \$100,000 per year from their popcorn shop – and, that certainly does sound enticing. You may have \$20,000 worth of fixtures and equipment in your store – or, you may try to get by for less than half of that – and, it is possible. The investment total does not ensure success! ***The key is still: Location, Marketing, and Product Quality.***

We simply have one word of caution – not everybody will be as successful as the leaders. You might be even more successful than the best multi-flavor popcorn shop on record. But, there is not guarantee. The profit percentages over food cost are quite predictable. But, if you pick a location where you cannot get any customers, you will go broke. If your sanitation habits and cleanliness in the shop is not up to snuff, you may get one shot at customers 00 and, then, all the coupons and merchandising and other ideas you come up with, will fall on deaf ears.

The multi-flavor popcorn shop is a business, which has a good track record of success in the right location. You have a lot of things going for you – rising consumer demand – product appeal – profit margins – dependable equipment reasonably priced – nearby assistance from your Gold Medal team members – and, we hope that we will have the opportunity to help you fulfill your profit goals in your new multi-flavor popcorn shop.

Of course, while much of this book keys onto retail shops, it is obvious that any existing location, which now uses popcorn, can implement some elements of the savory cheese and/or candy glazed popcorn concept and be very successful at it.

When freshly made Caramel Corn seemed to “disappear”, it was purely because homemade Caramel Corn was backbreaking work, and required considerable attention as well as skill! The improved Corn Treat Cooker Mixer Unit lets you rediscover big Caramel Corn profits, the easy, accurate way!

***Now Available in Two Sizes:***

5 lb. per batch size (illustrated)

Mark 10 – 10 lb. per batch size

Model #2175 Corn Treat Cooker-Mixer Unit and Corn Treat Mixes

***Versatile:*** Any place you have 220-volt electricity, you can mound the cooker-mixer – concession trailers, mid-way confection stands, shopping center snack bars, and discount stores.

***High Capacity:*** The first batch requires close to 20 minutes, but on continuous operation, approximately a 12-minute dump-to-dump operating cycle. About 80 ounces per batch equals almost 25 pounds per hour

***Simple:*** The easiest way: Use a 22 ounce package of Corn Treat Concentrated Mix, plus four cups of sugar, the Naks Pop Oil Bar and a cup of water and cook until the buzzer sounds.

When the buzzer sounds, add one or two sticks of butter and a 5-gallon size measure of regular popped popcorn, turn the heat “OFF” and the mixer “ON”. When it is evenly coated, dump it over to your cooling area and repeat the cooking cycle.

For variety colors and flavors: Use the “Basic” Corn Treat Concentrated Mix, 4 cups of sugar, 4 ounces of clear or white oil, plus a cup of water, and cook about half way. Add ¼ cup flavor, agitate and then cook until the buzzer sounds.

***Dependable:*** Fifteen-year-old Corn Treat Centers are still cranking out Caramel Corn profits.

***Profitable:*** Some people retail Caramel Corn for 35¢ to 45¢ an ounce – others sell large sizes for as low as 21¢ to 25¢ per ounce. The Corn Treat Cooker Mixer concept makes between 80 to 100 gross profit dollars per hour. It’s a great way to store up labor!

***Specifications:*** 3 Wire, 220 Volt, single phase, 60 cycles only. 3100 watts. Allow 31” clearance above counter mounting level. Base pedestal is 24” x 24” x 10”. (This includes ½” per side for the flange to mount to the counter.) Requires about a 10” diameter hole in the counter to allow for drive mechanism clearance. Right hand to left hand “dump” also available.

***Note:*** Works perfectly on either 208 or 236 Volt.

***Please see the Full Gold Medal Catalog for all of the  
Newest Equipment & Supply Items!***

Order your copy today at [www.gmpopcorn.com](http://www.gmpopcorn.com), or call 800-543-0862