



Trail's End Introduces the First Microwave Popcorn with No Diacetyl Flavoring



New Popcorn Flavoring Features Same Great Buttery Taste

Trail's End Popcorn has become the first microwave popcorn to eliminate the flavoring ingredient diacetyl from its microwave popcorn products.

Although diacetyl has long been considered safe for use in consumer food products, the flavoring has been cited as a possible source of injury to certain employees of food companies who may have inhaled large dosages of diacetyl while mixing it under unsafe conditions.

At Trail's End, our associates follow strict safety guidelines in the manufacturing of our products, so we have had no incidents among our associates related to diacetyl exposure.

However, since consumers are increasingly concerned about this issue, we have taken it out of our flavorings. It's been a challenge to eliminate diacetyl from our flavorings and still maintain the great buttery taste that consumers love, but we did it. Consumer research substantiates that our new flavoring features the same great buttery taste that Trail's End consumers love.

We're proud to take an industry-leading role in eliminating diacetyl from our flavorings. Since popcorn is our only product, we are committed to continuing to improve our understanding of the needs and wants of popcorn consumers and to be the best company in meeting those needs and wants. That, we believe, is the best way to thank you for buying Trail's End Popcorn....and to encourage you to buy more.

The Trail's End Caramel Corn, Chocolatey Caramel Crunch, and Gourmet Cheese Corn products do NOT have any added Diacetyl flavorings

