

New popcorn brand makes its mark with stylish packaging

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Premium snack brand 479° Popcorn has introduced a suite of clean, sophisticated looking boxes in which to launch its line of unique treats. With subtle detailing and stylish typography, the boxes create a strong presence that's appropriate for 479° Popcorn's unique name and history.

"Over the years, I experimented with making my own organic popcorn and flavoring it with exotic seasonings inspired by my international upbringing and training at Le Cordon Bleu in London," says founder Jean Arnold on 479° Popcorn's website. "In the process, I came upon the discovery that 479 degrees Fahrenheit is the optimal temperature for popping corn. I knew immediately that this would be the name of my popcorn company."



Equally unique, are the many varieties of the snack 479° offers. Included among the company's popcorn flavors are Black Truffle + White Cheddar; Chipotle Caramel + Almonds; and Ginger Sesame Caramel.

The new packaging for 479° Popcorn was designed by award-winning San Francisco design firm **The Engine Room**, which specializes in consumer food packaging.

479° Popcorn