

September 22, 2008

Pop It Like It's Hot

479° Popcorn



Aside from 72 (your ideal outdoor strolling temperature) and 105 (the torture chamber otherwise known as a Bikram yoga studio), you don't pay much attention to degrees.

But you'll want to know about 479° — the optimal temperature for popping corn — and the name of a new line of

artisanal popcorn.

Barely a few weeks old, the organic collection is made locally by hand using copper kettles; the gourmet puffs are shipped fresh the day they're popped.

Sourcing ingredients from fair trade farmers who harvest sustainable produce, 479° offers eight magnificent flavors in unusual savory and sweet combos: black truffle and white cheddar, Madras curry coconut and cashew, fleur de sel caramel, Vietnamese cinnamon sugar, Alderwood-smoked sea salt, ginger sesame caramel, chipotle caramel with almonds, and Pimentón de La Vera (smoked paprika).

Each one is a magical explosion in your mouth.

Giving whole new meaning to the phrase *number crunching*.

Available online at 479popcorn.com.
