

POP ART

The Art of Popping — Corn, That Is.

Written by Sydney Pfaff



Gone are the days of Jiffy Pop and Orville Redenbacher. Now it's all about Vietnamese cinnamon sugar, black truffle and white cheddar, and Alderwood smoked sea salt — yes, those are actual popcorn flavors. San Francisco-based 479° Popcorn has developed an array of unusual, yet mouth-wateringly delicious popcorn flavors from their Laurel Heights kitchen. The gourmet popcorn company had a mission: to give people

everyone test out popping corn temperatures while in college?

Soon after, Arnold left her life in London and moved to the Bay Area, ready to dive head first into the world of a high-tech, innovative and environmentally conscious business. She always had fond memories of making popcorn with her family. Her mother would only allow organic foods in the kitchen, hence the inspiration for her business practices and her desire to join the ranks of San Francisco's sustainable culinary scene. She conducted a number of experiments and a great deal of market research over the summer, then introduced 479° to the masses in September of this year.



479 Popcorn raises the lowly maize to addictive new culinary heights

Arnold's USDA-certified-organic popcorn is made with 99-100% organic ingredients from local producers; the company recycles and composts everything and all the paper packaging is from family-owned businesses using sustainable resources. As if that weren't enough, they also prohibit bleach and incandescent bulbs from entering their offices.

Each flavor is inspired by a story of Arnold's traveling, especially her time in Asia, Europe and South America. The Vietnamese Cinnamon flavor came about from memories of the warm churros found on the streets of Mexico City combined with her favorite donut shops in San Francisco. Not only does a lot of thought and preparation go into each perfectly flavored kernel, but everything is

“real” popcorn, not the typical spongy, artificially flavored stuff that one might find in grocery stores and movie theatres. (Conventional popcorn was labeled one of the top ten foods most contaminated with chemicals and pesticides by the FDA in 2003 — 33 toxic residues found in typical non-organic popcorn.)

made from scratch; Arnold personally grinds all the spices in the curry blend for the Madras curry coconut and cashews flavor, which was inspired by her backpacking excursion through India.

Founder Jean Arnold trained at one of London's premier culinary institutes, Le Cordon Bleu. During her studies, she came upon the discovery that 479 degrees fahrenheit is the perfect temperature for popping corn. After all, doesn't

The passion for green living and popping corn is clearly there — the perfect combination for a popcorn company in our fair city by the bay. Plus, it's just so damn yummy. And maybe the next flavor could be something with, let's say, chocolate? Well, maybe just throw the idea around a bit.

www.479popcorn.com