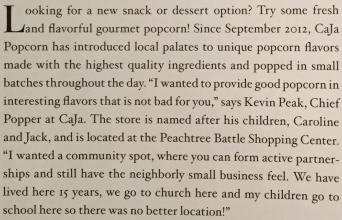


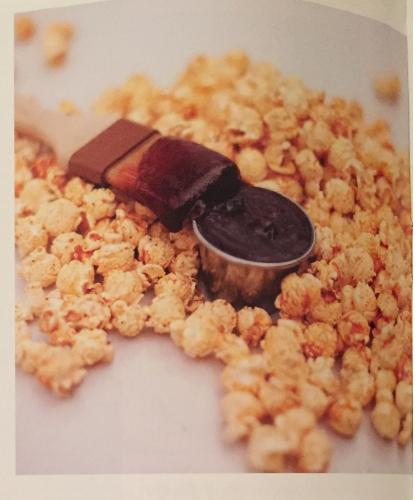
Give Your Palate A Pop

ARTICLE RUKSANA HUSSAIN



CaJa's USP is gourmet popcorn with absolutely no preservatives or nuts used. Five basic flavors are sold at the store - butter, sea salt caramel, spicy BBQ, pimento cheese and kettle corn. Kevin worked with acclaimed local chef Todd Ginsberg to create the recipes for CaJa. The popcorn is available in large, medium and

small sized bags as well as a choice of three tin sizes – 3.5 gallon, 2 gallon and 1 gallon priced at \$69.95, \$43.95 and \$23.95. The re-usable gallon tins are also available for sale on their website, with the option of mixing up to three flavors in each tin size. Better yet – get one of their little snack bags at just \$2.50 for a quick treat! Their staff of six is always happy to wow new customers and welcome back loyal fans.



CaJa Popcorn's monthly flavors have been a hit and received a good response. "The flavors change based on suggestions from customers plus our own ideas, we wanted some relevance to each month," adds Kevin. Wintery January features s'mores, Valentines in February will feature red velvet. Starting March 2014, they will be teaming up with local chefs for new monthly flavors – a concept they explored for a few months in 2013 that was met with much success. Additionally, their gourmet popcorn is now available through several locations across the city including Nancy's Pizza in Midtown and the Lovett School Cafe. "We are always looking for opportunities with local businesses and schools for wholesaling," says Kevin.

The store has witnessed a lot of walk-ins and orders online, corporate and special occasion orders too. They even have a loyalty program for repeat customers, having witnessed an uptake in traffic since when they first opened shop. They have been very active in the community, donating to local charges, schools, auctions

and also giveaways for parties, and are now seeing the fruits of their efforts resonate. Orders can be customized in size, flavor and labeling to make a your own. Having recently celebrated their milestone first anniversary, CaJa Popcorn is one of those hidden gems that folks walk past unknowingly, but are transformed into loyal fans the minute they taste the flavors.



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CaJaPopcorn.com