



Give Your Palate A Pop

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Looking for a new snack or dessert option? Try some fresh and flavorful gourmet popcorn! Since September 2012, CaJa Popcorn has introduced local palates to unique popcorn flavors made with the highest quality ingredients and popped in small batches throughout the day. "I wanted to provide good popcorn in interesting flavors that is not bad for you," says Kevin Peak, Chief Popper at CaJa. The store is named after his children, Caroline and Jack, and is located at the Peachtree Battle Shopping Center. "I wanted a community spot, where you can form active partnerships and still have the neighborly small business feel. We have lived here 15 years, we go to church here and my children go to school here so there was no better location!"

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 charities, 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 it 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.

Details

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