

# Media Release

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For Immediate Release

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## Popkin's Artisan Popcorn An Australian First for Melbourne

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Popkin's Artisan Popcorn, Australia's first, and only, small-batch gourmet popcorn shop, opened its door last month in the charming Melbourne suburb of Elwood. The company announced today that results from its first month's trading had exceeded all expectations.

'Word is spreading faster and further afield than we had anticipated,' said Eryn Skinner, who, together with her brother, Damon, founded Popkin's. 'We've had customers who've heard about Popkin's or tried our popcorn at a party, travel from Yarraville, Chelsea and even Croydon.'

Popkin's Artisan Popcorn was launched during Melbourne's last lockdown. On opening day, the queue of eager customers started almost an hour before the shop opened its doors.

'Some were curious, some eager for quality popcorn, some came just for the novelty. But what is gratifying is how many have become regular customers. We have some who come several times a week,' said Eryn. 'It's a testament to the quality of the popcorn we create here in the shop.'

Popkin's have two flavour lines: their Signature flavours of Buttery, Country Cheddar and Caramel Gold; and their Luxury range that currently includes Chocolate Gold, Cheddar and Chilli and Salted Caramel. Each month,

Popkin's changes at least two of their Luxury range. Among the planned flavours are Blue Cheese and Truffle, Spiced Apple, Coffee Gold, Strawberry Gold and Gingerbread.

'All our popcorn is made in small batches throughout the day so that it is always fresh. The customer who buys at a minute to 9 pm, when we close, gets the same quality as the customer who walks in at a minute past noon, when we open,' said Eryn.

In addition to the fresh popcorn, Popkin's also sell movie packs, comprising popcorn, drink and choc top. Popkin's expected the movie packs to be popular during lockdown but sales of the movie packs have been surprisingly steady since lockdown ended.

'The Popkin's shop may be the first in Australia to produce hand-crafted popcorn, created fresh to be enjoyed fresh,' said Eryn. 'But given the response so far, we are sure it won't be the last. We will just have to ensure that our customers believe that our popcorn continues to be the best they've ever tasted. That has worked so far!'

**Address** 16 Ormond Rd, Elwood VIC 3184

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**Opening Hours** Wed to Sun 12pm - 9pm