

FRANCHISE OPPORTUNITY

OWN A POPCORN HOUSE

A Gourmet Popcorn & Snack Franchise Opportunity

Handcrafted flavor. Multiple revenue channels. A distinctive specialty-snack concept built for local markets.

Made to Celebrate. Shared to Remember.

RETAIL • ECOMMERCE • GIFTING • EVENTS • FUNDRAISING • WHOLESALE

EXPLORE FRANCHISE OWNERSHIP

THE BRAND

POPCORN WORTH SHARING

From our operating Frederick, Maryland location to the next generation of Popcorn House.



FREDERICK, MARYLAND LOCATION



NEXT-GENERATION STOREFRONT CONCEPT RENDERING

Founded in South Florida in 2014, Popcorn House was created as a family-focused specialty snack concept centered on freshness, variety, gifting and customer experience. The brand began offering franchises in 2019, and the system has included both company-owned and franchised locations.

With hundreds of recipes in our collection, we offer signature favorites alongside rotating specialty and seasonal selections. Select creations feature premium Belgian chocolate for an elevated, giftable product experience.

WHAT MAKES POPCORN HOUSE DIFFERENT

01 **Handcrafted in Small Batches**

02 **Hundreds of Recipe Possibilities**

03 **Carefully Sifted**

04 **Premium Chocolate Creations**

05 **Made for Gifting & Celebrating**







Taste the Difference

THE BUSINESS MODEL

MORE THAN A RETAIL TRANSACTION

A Popcorn House can serve customers through multiple channels, creating opportunities to build local awareness and relationships beyond everyday walk-in traffic.



REAL RETAIL EXPERIENCE - ORIGINAL DELRAY BEACH LOCATION

MULTIPLE REVENUE CHANNELS

Retail

In-store purchases, repeat visits, seasonal flavors and everyday snacking.

Ecommerce & Shipping

Online ordering and shipped gifts extend the brand beyond the immediate trade area.

Corporate Gifting

Business gifts, employee appreciation, client gifts and branded programs.

Events & Catering

Parties, weddings, community events, celebrations and custom-order opportunities.

Fundraising

Programs supporting schools, teams, organizations and community groups.

Wholesale / Local B2B

Selective opportunities with compatible local businesses, subject to brand standards.

A CATEGORY AMERICANS ALREADY LOVE

14 BILLION QUARTS

of popped popcorn consumed by Americans annually

43 QUARTS PER PERSON

on average each year

Source: The Popcorn Board, popcorn.org. Consumption figures are an average based on 2016-2020 sales.

BUILT FOR ENGAGED OWNERSHIP

Popcorn House is positioned for franchisees prepared to be engaged in their local business - building relationships, executing marketing, managing people and operations, protecting product quality and delivering a consistent customer experience.

PROTECTED TERRITORY

Qualified franchisees are awarded a defined territory designed around a population base of 75,000 or more, subject to the terms of the current Franchise Disclosure Document and Franchise Agreement.

SUPPORT FROM DEVELOPMENT THROUGH OPERATIONS

A structured system helps franchisees prepare for opening, learn Popcorn House standards, launch their location and continue developing the business after opening.



TRAINING & OPERATIONS





SUPPORT AREAS

- Initial Training - Brand standards, product preparation, operations, customer experience, systems and day-to-day execution.
- Pre-Opening & Launch Support - Guidance through development and opening, including launch planning and operational preparation.
- Marketing Support - Brand assets, product photography, promotional direction and tools supporting local marketing, gifting and fundraising.
- Operational Support - Ongoing communication, operating guidance, systems and franchise resources.
- Product & Menu Development - Ongoing development of flavors, seasonal products and merchandising opportunities within the system.

OPERATING EXPERIENCE

EXPERIENCE THAT SHAPED THE SYSTEM

Since 2014, real-world operating experience across company-owned and franchised locations has helped shape today's system - from franchisee qualification and management expectations to site selection, occupancy costs, parking and access, capitalization and day-to-day execution.

GROWTH OPPORTUNITY

EXPAND BEYOND ONE FULL-SIZE STORE

Approved smaller-format locations may provide qualified franchisees with an opportunity to expand within a market at a substantially lower investment than another full build-out store.

Actual costs depend on format, location, equipment, development requirements and franchisor approval. Any additional or alternative format is subject to the then-current franchise documents and written approval.

THE INVESTMENT

Headline economics for qualified candidates. The current Franchise Disclosure Document controls and contains the complete investment disclosures, fees and assumptions.

$275,000 – $300,000
Estimated Total Initial Investment

$35,000
Initial Franchise Fee

$500,000
Minimum Net Worth

$100,000
Additional Liquid Capital

7% of Gross Sales
Royalty

0.5% of Gross Sales
Marketing Fee

WHO WE ARE LOOKING FOR

Popcorn House is seeking candidates who combine financial capacity with the willingness to actively build and operate a local business.

- Business ownership, management, franchise, retail or hospitality experience is helpful.
- Comfort with sales, local marketing, community relationships and customer service.
- Strong execution, organization, scheduling and people-management skills.
- High personal standards, sound judgment and integrity.
- Ability to meet the investment, net-worth and liquidity standards.
- Commitment to follow brand systems and deliver a consistent customer experience.



PREMIUM PRODUCT VARIETY

Investment and qualification information shown here is brochure-level information only. Verify all figures and requirements against the current FDD before distribution.

YOUR PATH TO OWNERSHIP

READY TO EXPLORE POPCORN HOUSE OWNERSHIP?

The process gives both you and Popcorn House an opportunity to determine whether the brand, market, investment and operating model are a good fit.

1 **Request Information**

Tell us about yourself, your business background and your market of interest.

2 **Introductory Conversation**

Meet the franchise team and learn more about the concept, expectations and development process.

3 **Candidate & Market Review**

Discuss qualifications, territory availability, operating involvement and market considerations.

4 **Review the FDD**

Receive and review the current Franchise Disclosure Document and related information.

5 **Discovery / Brand Meeting**

Go deeper into the brand, products, systems, support model and mutual fit.

6 **Agreement, Development & Launch**

If approved and both sides elect to proceed, move into agreement, site/development work, training and launch.

POPCORN HOUSE
GOURMET POPCORN

REQUEST FRANCHISE INFORMATION

Jerri Witt, Franchise Development

847-561-1234

Franchise@OriginalPopcornHouse.com

www.OriginalPopcornHouse.com/Franchise

SCAN TO LEARN MORE



ORIGINAL DELRAY BEACH GRAND OPENING

This brochure is for general informational purposes only and is not an offer to sell a franchise. Any offer is made only through the current Franchise Disclosure Document and only where permitted by law. Terms, fees, investment, territory, support and other program details are subject to the current FDD and Franchise Agreement.