



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

# Start a Specialty Popcorn Business!

Plain popcorn is boring. YOUR popcorn? Flavored, packaged, and irresistible. People will line up.

Ages 8 - 14

Best for: THE MAKER entrepreneur type

## Everyone Loves Popcorn. Nobody Makes It Interesting. Until You. 🍿

The gourmet popcorn industry is worth over \$5 billion — and it's growing every year. Companies charge \$8-15 for a fancy bag of flavored popcorn. Here's the secret they don't want you to know: most of those "gourmet" flavors are incredibly simple to make at home. Caramel corn? Sugar, butter, vanilla. Cheddar popcorn? Cheese powder. White chocolate drizzle? Melted white chips. A bag of plain popcorn kernels costs about \$2 and makes GALLONS of popcorn. Add a fun flavor, put it in a cute bag with a label, and you've got a \$5-8 product that cost you about 50 cents to make.

< \$15

STARTUP COST

\$5-8

PER BAG

80%+

PROFIT MARGIN

### 🍿 The Movie Night Money Machine

Here's a truth about popcorn: **it's the ultimate impulse buy**. Nobody plans to buy popcorn — they smell it, see it, and suddenly NEED it. That's why your best sales happen at events: school movie nights, sports games, community fairs, and block parties. Set up a table with cute bags of 4-5 different flavors, and people buy one, then come back for two more. The smell alone does half your marketing. No other kid business has a built-in aroma marketing system.

### ✅ Why Specialty Popcorn Is a Goldmine

- ✓ Insanely cheap to produce — 50 cents of ingredients = \$5-8 in sales
- ✓ Make large batches quickly — 20 bags in under 2 hours
- ✓ Everyone is a customer — kids, adults, families, teachers, coworkers
- ✓ The smell sells it for you at any event or market
- ✓ Gift-worthy — holiday tins and variety packs sell at premium prices
- ✓ Consumable = repeat buyers who finish a bag and want more

### 🍿 Best-Selling Flavors



Classic Caramel



Cheddar Cheese



Chocolate Drizzle



Spicy Ranch



Cookies & Cream



Peppermint Crunch

### 👁️ Sneak Peek: From the Full Guide

"The 'Flavor of the Month Club' is your recurring income strategy. Offer a monthly subscription where customers get a bag of that month's exclusive flavor delivered to their door for \$6-8. January = Hot Cocoa Crunch. February = Strawberry White Chocolate. March = Lemon Zest. Create a 12-month flavor calendar so you always know what's coming. Subscribers love the surprise factor, and you love the guaranteed monthly income. 15 subscribers at \$7/month = \$105/month in predictable revenue — that's over \$1,200 a year from one simple system."

### The Full Startup Guide Covers:

- ✓ 8 crowd-pleasing recipes from simple (5-minute) to impressive (caramel corn)
- ✓ The "Flavor of the Month Club" subscription model
- ✓ Packaging that looks professional: bags, labels, tins, and ribbon
- ✓ Pricing for individual bags, variety packs, and holiday gift sets
- ✓ Selling at school events, sports games, and community markets
- ✓ Food safety: freshness, allergen labels, and shelf life
- ✓ The seasonal flavor calendar — 12 months of unique flavors
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

## Ready to Pop Off as an Entrepreneur? 🍿

Cheap to make. Easy to love. Impossible to eat just one handful. Your popcorn empire starts now.

NEXT STEP

### Specialty Popcorn Complete Startup Guide

8 pages covering 8 recipes, the Flavor Club model, packaging, pricing, event selling, food safety, seasonal flavors, and your first-week plan.

\$7.99

instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

### Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

[Get the Book on Amazon →](#)

**Parents:** Popcorn making involves stovetop or microwave cooking and, for some flavors, melting sugar or chocolate. Parents should supervise all cooking, especially caramel recipes which involve very hot liquid sugar. The guide emphasizes food safety: clean workspace, proper hand washing, allergen labeling (nuts, dairy), and freshness dating. All bags should list ingredients clearly for allergy-conscious buyers. We recommend using an air popper (safest method) for younger kids. This business teaches kitchen skills, food safety, recipe following, and basic math.