



TRADE BROCHURE 2025 - EDITION 2



CELEBRATING **100** GREAT TASTE AWARDS

WHAT'S NEW 2025



NEW POPCORN FLAVOURS



NEW POPCORN BITES

NEW POPCORN SLABS



FESTIVE GOURMET POPCORN SELECTION

ULTIMATE GOURMET POPCORN SELECTION

NEW SELECTION GIFT BOX

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OUR STORY

Hello! Welcome to the world of Joe & Seph's - a family run business obsessed with all things popcorn.

Started by myself (Joe), my wife and sons in 2010, I first discovered flavoured popcorn on a trip to the USA. Inspired, I decided to shake things up when I got back to London. Cue hours of late-night tasting sessions in our family kitchen and Joe & Seph's was born!

Today, my team of skilled pastry chefs and I still handmade every gourmet batch in our London kitchens, where we use a tasty blend of the finest all-natural ingredients, and are proud to have won 100 Great Taste Awards!



Joe

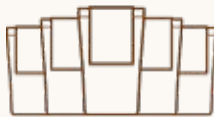
HANDMADE IN GREAT BRITAIN

Our gourmet collection is all handmade in small batches by Joe & his skilled team of pastry chefs in our London Kitchens.



BEST RANGE VARIETY

We have an unrivalled range to suit all your needs. Including confectionary, snack bars, sauces and over 80 gourmet popcorn flavours!



OUR MOST PRESTIGIOUS AWARD YET!

We're proud to have won a Queen's Award for Enterprise - the most prestigious business award in the UK. Helping put Britain on the map for fine food around the world!



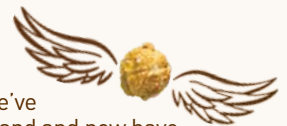
MORE GREAT TASTE AWARDS THAN ANY OTHER POPCORN BRAND

We only use the finest, natural ingredients and have racked up 100 Great Taste Awards and counting!



BRAND LOVE

Over the last 13 years, we've become a much loved brand and now have a HUGE (and very loyal!) online following - your customers will be very happy you stock Joe & Seph's!



5 STAR CUSTOMER SERVICE



We also offer marvellous POS materials and first rate support for all our customers. We have 5,000+ independent customer reviews and a 4.8/5 average star rating.

"THE 'WILLY WONKA' OF POPCORN."

EVENING STANDARD

OUR PERFECT PROCESS

Since 2010, we've been perfecting our handmade popcorn process, and are thrilled to be **the greatest tasting popcorn brand!***



AIR -POPPED, NOT FRIED
EXTRA-LARGE 'MUSHROOM' KERNELS



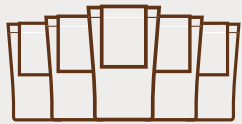
**SIEVED TWICE TO REMOVE
UNPOPPED KERNELS
THEN HAND-MIXED WITH
THE FINEST, NATURAL
INGREDIENTS**



**INNOVATIVE FLAVOUR
SEQUENCING FOR
THE BEST TASTE
EXPERIENCE**



**BAKED FOR
THE PERFECT
CRUNCH**



**PACKED &
SEALED AIRTIGHT**



*Joe & Seph's is proud to have won more Great Taste Awards than any other popcorn brand!

SUSTAINABILITY

We strive to do what's best, not only for our customers but for our planet. We endeavour to source sustainably, with recyclable packaging where possible, as well as strive to reduce food waste & surplus stock.

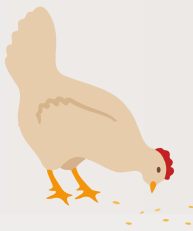
We know there's still a long way to go and are always testing the latest packaging options to ensure we are working towards a more sustainable future.

We source as many ingredients from the UK as possible.



We use FSC certified paper for our headercards, and our pouches can be recycled at larger supermarkets.

We've introduced the option to order & collect from us in bulk with zero packaging for offices and catering needs.



To reduce food waste, all unpopped kernels and popcorn hulls from sifting are sent to a local chicken farm.

We also donate all products near their end of life to The Felix Project other local charities.



All cardboard and office paper waste is processed for recycling on site.

KEY:



AVAILABLE ALL YEAR ROUND



PACK TO ORDER

SNACK PACKS MOQ - 10 CASES / 300 UNITS
POUCHES MOQ - 10 CASES / 160 UNITS
BULK 335g MOQ - 5 CASES / 20 UNITS
BULK 1kg MOQ - 1 CASE / 4 UNITS



GLUTEN FREE,
VEGETARIAN,
VEGAN



IMPULSE
(7g - 23g)



SNACK
PACKS
(30g - 32g)



POUCHES
(65g - 75g)



BULK
CATERING
PACKS
(335g)



BULK
CATERING
PACKS
(1kg)

CODE PRODUCT

CARAMEL COLLECTION		01	CLASSIC CARAMEL	G V	-				
		07	SALTED CARAMEL ☆ Top Seller ☆	G V					
		50	DOUBLE SALTED CARAMEL ☆ Top Seller ☆	G V	-				
CHOCOLATE COLLECTION		08	CARAMEL & BELGIAN CHOCOLATE ☆ Top Seller ☆	G V					
		14	DOUBLE CHOCOLATE CARAMEL	G V	-				
		24	CARAMEL & WHITE CHOCOLATE ☆ Top Seller ☆	G V	-				
		68	ORANGE CHOCOLATE	G V	-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		87	CARAMEL, WHITE CHOCOLATE & RASPBERRY ☆ Top Seller ☆	G V	-				
		94	CHILLI CHOCOLATE CARAMEL	G V	-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
FRUIT COLLECTION		02	CARAMEL, COCONUT & CINNAMON	G V	-				
		23	TOFFEE APPLE & CINNAMON ☆ Top Seller ☆	G V	-				
		59	STRAWBERRIES & CREAM	V	-				
NUT COLLECTION		16	HONEY & HAZELNUT	G V	-	STOCKED AUG - DEC			
		36	PEANUT BUTTER ☆ Top Seller ☆	G V	-				
		54	MAPLE SYRUP & ROASTED PECAN ☆ Top Seller ☆	G V	-				
		202	PISTACHIO - New-	G V	-				
		28	STRAWBERRY CHEESECAKE	G V	-				
CAKE & DESSERT COLLECTION		66	COOKIES & CREAM	V	-				
		85	SPECULOOS	G V	-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		103	BANOFFEE PIE	G V	-				
		135	APPLE CRUMBLE ☆ Top Seller ☆	G V	-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		150	CINNAMON ROLL ☆ Top Seller ☆	G V	-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		167	BLACK FOREST GATEAU	V	-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		182	MILLIONAIRE'S SHORTBREAD - New-	V	-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		184	BIRTHDAY CAKE - New-	G	-				
		04	CARAMEL MACCHIATO & WHISKY	G V	-				
ALCOHOL COLLECTION		19	PROSECCO	G V	-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
		49	GIN & TONIC	V	-	PTO AUG - DEC	STOCKED AUG - DEC		
		99	ESPRESSO MARTINI	G V	-				
		199	BAILEY'S™ GOURMET POPCORN	G V	-				
COFFEE COLLECTION		09	CARAMEL & ESPRESSO	G V	-				
		74	CAPPUCCINO	G V	-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC

KEY:



AVAILABLE ALL YEAR ROUND



PACK TO ORDER

SNACK PACKS MOQ - 10 CASES / 300 UNITS
POUCHES MOQ - 10 CASES / 160 UNITS
BULK 335g MOQ - 5 CASES / 20 UNITS
BULK 1kg MOQ - 1 CASE / 4 UNITS

GLUTEN FREE,
VEGETARIAN,
VEGANIMPULSE
(7g - 23g)SNACK
PACKS
(30g - 32g)POUCHES
(65g - 75g)BULK
CATERING
PACKS
(335g)BULK
CATERING
PACKS
(1kg)

CODE PRODUCT

SWEET & SAVOURY
COLLECTION

	03	CARAMEL, PEPPER & CHILLI			-				
	13	CHEESE ON TOAST			-				
	62	CARAMELISED SEA SALT & BLACK PEPPER			-				
	80	MARMITE®			-				
	194	TRACKLEMENTS FRESH CHILLI JAM -New-			-				

SAVOURY
COLLECTION

	10	OLIVE OIL & SEA SALT			-				
	11	GOATS CHEESE & BLACK PEPPER ☆Top Seller ☆			-				
	12	MATURE CHEDDAR CHEESE ☆Top Seller ☆			-				
	42	SMOKED PAPRIKA & CHEDDAR CHEESE			-				
	55	CAMEMBERT CHEESE ☆Top Seller ☆			-	PTO AUG - DEC	STOCKED AUG - DEC		STOCKED AUG - DEC
	61	TRUFFLE			-				
	113	CHEDDAR CHEESE & CHILLI			-				
	203	CHEDDAR & TRUFFLE -New-			-				

CHRISTMAS
COLLECTION

	21	MINCE PIE			-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	31	GINGERBREAD			-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	33	BRANDY BUTTER			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	45	MINT CHOCOLATE			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	151	EGGNOG			-	STOCKED AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	166	CANDY CANE -New-			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	186	YULE LOG -New-			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	193	MULLED WINE -New-			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	200	CINNAMON PRETZEL -New-			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC
	201	HOT TODDY -New-			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC

SEASONAL
COLLECTION

	04HRT	VALENTINES - CARAMEL MACCHIATO & WHISKY			-	PTO DEC - MAR	STOCKED DEC - MAR	PTO DEC - MAR	STOCKED AUG - DEC
	25HRT	VALENTINES - WHITE CHOCOLATE & STRAWBERRY			-	PTO DEC - MAR	STOCKED DEC - MAR	PTO DEC - MAR	STOCKED AUG - DEC
	67HRT	VALENTINES - ROSE CHOCOLATE			-	PTO DEC - MAR	STOCKED DEC - MAR	PTO DEC - MAR	STOCKED AUG - DEC
	30E	EASTER - TRIO OF CHOCOLATE			-	STOCKED JAN - APR	STOCKED JAN - APR	PTO JAN - APR	STOCKED JAN - APR
	71E	EASTER - BELGIAN CHOCOLATE & HAZELNUT			-	STOCKED JAN - APR	STOCKED JAN - APR	PTO JAN - APR	STOCKED JAN - APR
	188	EASTER - HOT CROSS BUN -New-			-	STOCKED JAN - APR	STOCKED JAN - APR	PTO JAN - APR	STOCKED JAN - APR
	149	HALLOWEEN - PUMPKIN SPICE			-	PTO AUG - DEC	STOCKED AUG - DEC	PTO AUG - DEC	STOCKED AUG - DEC

VEGAN
COLLECTION

	127	VEGAN SALTED CARAMEL				-				
	129	VEGAN TOFFEE APPLE & CINNAMON				-				
	141	MAPLE SYRUP & SEA SALT -New-				-				
	153	VEGAN DARK CHOCOLATE				-				

POPPING
CORN




















KER400	GIANT 'MUSHROOM' POPPING CORN				-				
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Need some help choosing? Please get in touch to chat through the perfect selection for your business - sales@joeandsephs.com


CHOCOLATE POPCORN BITES


GOURMET **POPCORN** IN AN INDULGENT **CHOCOLATE CUP**,
PERFECT FOR POPCORN AND CHOCOLATE LOVERS ALIKE!





	  				
PRODUCT TITLE	GLUTEN FREE, VEGETARIAN, VEGAN	IMPULSE (27g)	POUCHES (60g-63g)	BULK CATERING PACKS (2 SIZES)	GIFTS
MILK CHOCOLATE ORANGE POPCORN BITES 63g 1B068M63G14	 	-			
MILK CHOCOLATE POPCORN BITES 63g ☆ <i>Top Seller</i> ☆ 	 	 PTO			
DARK CHOCOLATE POPCORN BITES 63g 	 	-			
WHITE CHOCOLATE & RASPBERRY POPCORN BITES 63g 	 	 PTO			
CHOCOLATE POPCORN MINI EGGS 60g 	 	SEASONAL JAN - APR	SEASONAL JAN - APR	SEASONAL JAN - APR	SEASONAL JAN - APR
CHOCOLATE POPCORN PUMPKIN BITES 63g 	 	-	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
CHOCOLATE POPCORN STARS 63g 	 	-	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC


KEY:

 STOCKED (AVAILABLE ALL YEAR ROUND)

 PACK TO ORDER

 EASTER SEASONAL FLAVOUR

 HALLOWEEN SEASONAL FLAVOUR

 FESTIVE SEASONAL FLAVOUR

"A real family favourite! The popcorn is second to none, but with the chocolate it just takes these to another level!"



More chocolate than popcorn!
Our bestselling chocolate popcorn bites are also available in three seasonal shapes - stars for Christmas, pumpkins for Halloween and eggs for Easter!

- AWARD-WINNING TASTE
- HANDMADE IN GREAT BRITAIN
- GLUTEN FREE
- NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES



CHOCOLATE POPCORN SLABS

MADE WITH OUR **AWARD-WINNING** GOURMET POPCORN
SMOTHERED IN SILKY SMOOTH BELGIAN CHOCOLATE



- ◆ AVAILABLE IN **SEVEN** FLAVOURS - INCLUDING OUR **BRAND NEW TRIO OF CHOCOLATE** POPCORN SLAB.
- ◆ VEGETARIAN FRIENDLY, GLUTEN FREE, NO ARTIFICIAL COLOURS FLAVOURS OR PRESERVATIVES.

PERFECT FOR...

- ◆ GROCERY
- ◆ ONLINE
- ◆ DEPARTMENT STORES
- ◆ HOTEL CATERING
- ◆ BARS & CAFÉS

PRODUCT TITLE	G V LF			CASE SIZE	AVAILABILITY
	GLUTEN FREE, VEGETARIAN, VEGAN				
CHOCOLATE ORANGE POPCORN SLAB 110g 2S068M	G	V		14	
MILK CHOCOLATE POPCORN SLAB 110g 2S007M	G	V		14	
DARK CHOCOLATE POPCORN SLAB 110g 2S153D	G	V	LF	14	
WHITE CHOCOLATE & RASPBERRY POPCORN SLAB 110g 2S087WM	G	V		14	
FESTIVE MILK & WHITE CHOCOLATE POPCORN SLAB 110g 🎄 2S007FWM	G	V		14	
POPJACK™ 140g - <i>New</i> - 2S007FL		V		14	STOCKED JAN - APR
TRIO OF CHOCOLATE POPCORN SLAB 110g - <i>New</i> -	G	V		16	STOCKED AUG – DEC

KEY: STOCKED (AVAILABLE ALL YEAR ROUND)

FESTIVE SEASONAL FLAVOUR

EASTER SEASONAL FLAVOUR

CHOCOLATE CARMEL TRUFFLES

INDULGENT CARMEL ENCASED IN
A CHOCOLATE SHELL - THE PERFECT GIFT!



- ◆ VEGETARIAN FRIENDLY ◆ GLUTEN FREE ◆ NO PALM OIL
- ◆ RECYCLABLE PACKAGING

PERFECT FOR...

- ◆ RETAIL
- ◆ ONLINE
- ◆ DEPARTMENT STORES
- ◆ CORPORATE GIFTING

G V

GLUTEN FREE,
VEGETARIAN,
VEGAN

CASE
SIZE

AVAILABILITY

PRODUCT TITLE

ESPRESSO MARTINI CARMEL & MILK CHOCOLATE TRUFFLES

1T099M100G

G V

6



SALTED CARMEL & MILK CHOCOLATE TRUFFLES

1T007M100G



G V

6



CHOCOLATE CARMEL & DARK CHOCOLATE TRUFFLES

1T007D100G

G V

6



KEY: STOCKED (AVAILABLE ALL YEAR ROUND)

GRAB N GO-URMET!

CONVENIENCE RANGE



- AVAILABLE IN SINGLE SERVE WITH **LONGER SHELF-LIFE**
- VEGETARIAN FRIENDLY, GLUTEN FREE, NO ARTIFICIAL COLOURS FLAVOURS OR PRESERVATIVES
- OUR **IMPULSE** SNACKING, CONFECTIONERY AND BAR FORMATS PROVIDE PREMIUM SOLUTIONS FOR THE **FOOD-TO-GO** MARKET!

PERFECT FOR...

- GROCERY
- CONVENIENCE & MEAL DEALS
- CONTRACT CATERERS
- HOTEL MINIBARS
- PUBS, BARS & CAFÉS
- TRAVEL RETAIL
- AIRLINES



	PRODUCT TITLE		GLUTEN FREE, VEGETARIAN, VEGAN	IMPULSE	CASE SIZE (Units)
CINEMA POPCORN	CINEMA SWEET & SALTY 10g 5169FOIL10G		G V	↓	48
	CINEMA SALTED 10g 5010FOIL10G		G V	↓	48
CHOCOLATE POPCORN BITES	MILK CHOCOLATE POPCORN BITES 27g 1B007M27G		G V	↓	18
	WHITE CHOCOLATE POPCORN BITES 27g 1B133W27G		G V	↓	18
GOURMET POPCORN	SALTED CARAMEL 22g 5007FOIL23GCON		G V	↓	22
	BELGIAN CHOCOLATE 22g 5008FOIL23GCON		G V	↓	22
	SWEET & SALTY 22g G169BAG20CON		G V	↓	17
	TOFFEE 22g G172BAG20CON		G V	PTO	17
	SALTED BUTTER 20g G173BAG20CON		G V	↓	17
POPCORN BARS	SALTED CARAMEL & NUTS 27g 2003B27		G V	↓	12 (SRP)
	APPLE & HAZELNUT 27g 2002B27		G V	↓	12 (SRP)
	CHOCOLATE & ALMOND 27g 2005B27		G V	↓	12 (SRP)
	ROCKY ROAD POPCORN BAR - MILK CHOCOLATE 35g 2006B35		V	↓	12 (SRP)

NEW



CINEMA POPCORN RANGE

AVAILABLE IN CINEMA INSPIRED
SWEET & SALTY AND SALTED POPCORN



- ◆ AVAILABLE IN A SHARING BAG WITH A LONGER SHELF LIFE AND A LOWER RRP
- ◆ VEGAN & VEGETARIAN FRIENDLY, GLUTEN FREE, NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES
- ◆ MULTI-PACKS AVAILABLE



PRODUCT TITLE

PRODUCT CODE

GLUTEN FREE,
VEGETARIAN,
VEGAN

CASE PACK

CINEMA SWEET & SALTY POPCORN 90g

514590G



12 PACKS

CINEMA SALTED POPCORN 60g

G500760G



12 PACKS

PERFECT FOR...

- ◆ GROCERY
- ◆ ONLINE
- ◆ INDEPENDENTS
- ◆ CINEMAS
- ◆ THEATRES

SMALL BATCH CARAMEL SAUCES

Since 2010, we've built a reputation for crafting award-winning popcorn with our **secret smooth caramel recipe**. Now, you can savour our **handcrafted & all-natural** caramel sauce in over 20 irresistible flavours, all made in **small batches** for the finest taste experience.

PERFECT FOR...

- Cafe's & Coffee Shops
- Bakery & Patisserie's
- Ice cream Parlours
- Retail Stores
- Department Stores
- Corporate Gifting



Perfect for drizzling, baking or eating straight from the jar or bottle!

Most sauces are available in large 0.95kg squeeze bottles.



G V



CODE	PRODUCT TITLE	GREAT TASTE AWARD	GLUTEN FREE, VEGETARIAN VEGAN	JARS	BULK CATERING BOTTLE
187	WHITE CHOCOLATE CARAMEL SPREAD SAUCE2187		G V		
07	SALTED CARAMEL SAUCE ☆ <i>Top Seller</i> ☆ SAUCE2007		G V		
01	STICKY TOFFEE CARAMEL SAUCE ☆ <i>Top Seller</i> ☆ SAUCE2001		G V		
08	CHOCOLATE CARAMEL SAUCE ☆ <i>Top Seller</i> ☆ SAUCE2008		G V		
23	TOFFEE APPLE & CINNAMON CARAMEL SAUCE SAUCE2023		G V		-
74	CAPPUCCINO CARAMEL SAUCE SAUCE2074		G V		-
33	BRANDY BUTTER CARAMEL SAUCE 🍷 SAUCE2033		G V	SEASONAL JUL - DEC	SEASONAL JUL - DEC
14	STRAWBERRY & MARC DE CHAMPAGNE CARAMEL SAUCE SAUCE2014		G V	SEASONAL JUL - DEC	-
19	PROSECCO CARAMEL SAUCE SAUCE2019		G V		-
103	BANOFFEE PIE CARAMEL SAUCE ☆ <i>Top Seller</i> ☆ SAUCE2103		G V		-
99	ESPRESSO MARTINI CARAMEL SAUCE SAUCE2099		G V		-
85	SPECULOOS CARAMEL SAUCE SAUCE2085		G V	SEASONAL JUL - DEC	-
110	SALTED CARAMEL CHEESECAKE CARAMEL SAUCE SAUCE2110		G V		
68	ORANGE CHOCOLATE CARAMEL SAUCE 🍷 SAUCE2068		G V	SEASONAL JUL - DEC	SEASONAL JUL - DEC
34	HOT CROSS BUN CARAMEL SPREAD 🍷 SAUCE2034		G V	SEASONAL FEB - APR	SEASONAL FEB - APR

KEY: STOCKED (AVAILABLE ALL YEAR ROUND) 🍷 FESTIVE SEASONAL FLAVOUR 🍷 EASTER SEASONAL FLAVOUR



WHO ARE JOE & SEPH'S?

Joe & Seph's are an award-winning family business based in London who, since launching in 2010, have been on a mission to produce the best tasting popcorn in the world!

WHY ARE WE DIFFERENT?

- The perfect in-flight movie snack!
- Over 80 innovative, handmade flavours
- All small pieces sieved out to prevent mess on-board
- Winner of over 100 Great Taste Awards
- Vegetarian, gluten free & halaal certified options available
- Packaging specifically designed for the airline market with no excess air and compostable packaging now also available.

SOME OF OUR AIRLINE PARTNERS

virgin atlantic 

SINGAPORE AIRLINES 



Lufthansa

BRITISH AIRWAYS 

GET IN TOUCH!

For sample requests and enquiries please email
sales@joeandsephs.com or call us on **+44 (0)20 3697 0203**

Discover more at **joeandsephs.co.uk**

FOIL PACK



The perfect on-board free issue snack

- Size: 100mm x 115mm
- Net weight: 5g - 27g
- Flavours available: Salted Caramel, Classic Caramel, Cheddar Cheese, Eton Mess, Toffee Apple & Cinnamon

BAG IN A BOX



Foil pack inside a premium card box prevents mess

- Size: 120mm x 104mm x 36mm
- Net weight: 25g
- Available in Double Salted Caramel.

POPCORN BARS



An exciting, brand new format for popcorn

- 27g: 180mm x 54mm
- 9g: 104mm x 31.5mm
- Net weight: 9g (New) & 27g
- Available in Chocolate & Almond; Apple & Hazelnut; Orange, Pecan & Cinnamon; and **New** Salted Caramel (No nuts)
- Also available is a brand new Popcorn Rocky Road Bar!

BULK CATERING PACK



Ideal for use in airport lounges as well as on-board in 1st and business cabins

- Net weight: 250g-1200g depending on flavour
- Available in all Joe & Seph's flavours

BRAND NEW FOR AIRLINES



CINEMA STYLE POPCORN



Perfect in-flight movie snack

- Net weight: 10g
- Available in cinema inspired Salted and Sweet & Salty popcorn flavours
- Vegan friendly & gluten free

CORN NUTS



A crunchy mid-flight snack to pair with a beverage of choice

- Available in Salted, BBQ or Milk Chocolate coated
- Net weight: 10g - 30g

CHOCOLATE TRUFFLES



An award winning caramel filled chocolate in-flight treat

- Net weight: 10g
- Made with Belgian Milk Chocolate and filled with Salted Caramel Sauce
- Single or double serving available
- Available film wrapped or in a mini box

WRAPPED NEAPOLITAN CHOCOLATES



A perfect after meal treat!

- Net weight: 10g
- Available in Milk or Dark Chocolate
- Wrapped in elegant gold foil with a sleeve to seal.

LUXURY BISCUITS



Perfect in-flight movie snack

- Available in Salted Caramel, Chocolate Chip, White Chocolate Raspberry, Butterscotch, and All Butter



OPTIONS NOW AVAILABLE. ASK US FOR MORE INFO!

SPECIAL POPCORN FOR A SPECIAL OCCASION!



ULTIMATE GOURMET POPCORN SELECTION BOX

12 x 7g mini gourmet popcorn packs,
perfect for sharing with friends.
7000ULT1



CHOCOLATE CARAMEL TRUFFLES

Indulgent chocolate truffles filled
with award winning caramel sauces.
1T007M100G / 1T007D100G / 1T099M100G



CHOCOLATE LOVER'S GOURMET POPCORN SELECTION BOX

An indulgent selection of Chocolate Popcorn
and Dark Chocolate Popcorn Bites.
7000LOV01



POPCORN MINI GIFT BOX

A deliciously decadent mini treat, available in Dark,
Milk Chocolate Popcorn Bites & Prosecco Popcorn.
7127BAUTR32



MOVIE NIGHT IN GIFT BOX

Filled with 6 x of the best flavours from our range.
The perfect snack box for a movie night in!
7000GIFTBX27



POPCORN SELECTION BOX

Our Popcorn Selection Box is filled with 6 x 30g snack packs of our best-selling gourmet popcorn!
185mm x 105mm x 230mm
7000ULT1



ROUND TINS

Our Popcorn Tins offer the chance to mix and match flavours, which are supplied in separate bags inside the tin. These are available in 2 sizes:

Standard Tin

Two flavours, up to 200g

Large Tin

Four flavours, up to 600g

7000BISC1, 7000TINLG



GLASS BISCONTI JARS

NEW



KILNER JARS

Standard 0.75L
Holds up to 110g of popcorn
Select flavours on page 7

MERRY POPPIN' CHRISTMAS

The most wonderful time of the year, made even better with popcorn treats! Discover our range of festive creations, from advent calendars and crackers to festive flavours and baubles.





POPCORN ADVENT CALENDARS

Countdown to the big day with our bestselling Gourmet Popcorn Advent Calendars - available in classic, and vegan.

350mm x 351mm x 101mm
7000ADVE2, 7000ADVE3



WHERE'S JOE & SEPH POPCORN ADVENT CALENDAR

This magical 24-day advent calendar features a 'Where's Joe' illustrated game, 14 beloved festive flavors, 2 new creations, and is purposely alcohol-free and gluten-free for the whole family to enjoy.

350mm x 333mm x 101mm
7000ADVE6



7 DAYS TO NEW YEAR POPCORN CALENDAR

Fill the time between Christmas & New Year with a new popcorn every day! Features 7 unique popcorn flavours to help countdown from Christmas to New Year! 241mm x 256mm x 101mm

7000ADVENY



**FESTIVE POPCORN
STAR GIFT BOXES**

A mini star filled with 32g of our famous
Salted Caramel popcorn.
7B007STARMINI

A Very Merry Selection of our best-selling Salted
Caramel Popcorn 40g, Chocolate Yule Log 40g &
Caramel & White Chocolate 40g.
7B007STARVMS



FESTIVE GOURMET POPCORN

From Mince pie to Candy Cane, discover our
festive popcorn flavours.
Select Seasonal Flavours on Page 7



SALTED CARAMEL CRACKER GIFT

Filled with 85g of our famous Salted Caramel Popcorn,
this is the perfect gift to impress this Christmas!
7007CRACKER



CHOCOLATE POPCORN STARS

Salted Caramel popcorn placed on a milk chocolate
star - available in 105g gift box, or 63g pouch.
7B007STARBAU



VEGAN POPCORN MINI GIFT BOX

Our Festive Mini Gift boxes are filled with 30g of
handmade gourmet popcorn. Available in
Vegan Salted Caramel.
7127BAUTR32



GIANT CRACKER

Our giant Christmas Cracker includes 6 x 18g Salted Caramel Popcorn packs, 6 gold hats and 6 x terrible Christmas jokes.

6 pack 185mm x 105mm x 230mm
CRACKER17GX6



CHRISTMAS TREE BAUBLES

Filled with 18g and 23g of our Salted Caramel Popcorn and comes complete with a gift tag and ribbon. Available in red or white round or shop tin shape.

7007BAUSH18, 7007BAUCRE23



SNACK PACK SELECTION BOX

Filled with 4 x 30g snack packs of best sellers or a selection of your choice.

7000GIFTBX4



NEW
DESIGN

GOURMET CHRISTMAS SELECTION BOX

Our Christmas Selection Box is filled with 6 or 12 32g snack packs of our Christmas flavours!

7000GIFTBX55



CHRISTMAS STOCKING

Our Christmas Stocking includes a variety of 10 x 30g snack packs of our popcorn including festive flavours Mince Pie and Candy Cane!

STOCKING3

NEST-LEVEL EASTER GIFTS!

AN EGGS-CELLENT SELECTION OF OUR
TOP GIFT IDEAS FOR EASTER

NEW



CHOCOLATE POPCORN MINI EGGS

Featuring our famous Salted Caramel Popcorn placed in a milk chocolate mini egg. Available in a 63g pouch and 42g mini gift box.

7B007MEBAU45G, 1B007ME60G



EASTER POPCORN HAMPER

Gourmet hamper including 3 x 75g Easter pouches, 63g Popcorn Mini Eggs, Hot Cross Bun spread and a Chocolate Lover's Gift Box

7000HAMPR10EASTER



EASTER SELECTION BOX

Presented in a premium white and gold gift box and featuring 6 x 30g snack packs of our limited edition Easter Popcorn. All lovingly handmade in London.

7000GIFTBX3



HOT CROSS BUN CARAMEL SPREAD

A taste of Easter! Enjoy this sweet and rich 230g caramel spread over toast, add to Easter home baking and of course smothered on Hot Cross Buns.
SAUCE2034



LIMITED-EDITION EASTER POPCORN

Our Easter collection is available in 3 limited-edition flavours, including crunchy Chocolate & Hazelnut, aromatic Hot Cross Bun and indulgent Trio of Chocolate. **Select Seasonal Flavours on Page 7**

MOTHER'S DAY GIFTING



PAMPER NIGHT IN GIFT BOX

Filled with decadent treats packed in a gold gift box.

7000GIFTBX29



PROSECCO POPCORN MINI GIFT

30g of floral Prosecco Popcorn

7019BAUTR30



MUM'S JAR OF TREATS BISCUITI

A glass Biscotti jar, lovingly filled with 320g of handmade popcorn.

Select Seasonal Flavours on Page 7



FOR HER HAMPER

Spoil her with this luxurious hamper, featuring our most indulgent treats.

7000HAMPR1

FATHER'S DAY GIFTING



FATHER'S DAY SELECTION

Features 6 pub-inspired gourmet popcorn snack packs.

7000GIFTBX26



FATHER'S DAY GIFT BOX

Presented in our gold gift box and including 5 pouches such as Espresso Martini & Marmite Popcorn

7000GIFTBX53



TOP OF THE POPS BISCUITI

A glass Biscotti jar, lovingly filled with 320g of handmade popcorn.

Select Seasonal Flavours on Page 7



FOR HIM HAMPER

Spoil him with this wicker hamper, featuring our most indulgent treats including our award-winning Dark Chocolate Popcorn Bites.

7000HAMPR2

SHARE THE LOVE

VALENTINE'S GIFTING



VALENTINE'S POPCORN SELECTION

Featuring 6 x 32g snack packs of our limited-edition Valentine's Popcorn in our signature white gift box. **Select Seasonal Flavours on Page 7**



VALENTINE'S GOURMET POPCORN

Our three 80g limited-editions include: Rose Chocolate, White Chocolate & Strawberry and Caramel Macchiato & Whisky. **Select Seasonal Flavours on Page 7**



VALENTINE'S NIGHT IN

Celebrate Valentine's in delicious style with this Gift Box, featuring our most romantic treats! **7000GIFTBX42**



VALENTINE'S HAMPER

Make your Valentine swoon with this luxurious hamper, including our limited-edition flavours. **7000HAMPR12**

HALLOWEEN GIFTING

TRICK OR TREAT!



CHOCOLATE POPCORN PUMPKINS

Featuring our warming pumpkin spice popcorn sumptuously placed in a devilishly decadent, milk chocolate pumpkin. This 63g premium pouch is perfect for trick or treating! **1B149M63G14**



AUTUMNAL POPCORN

Our autumnal popcorn collection is all handmade in London and includes aromatic Toffee Apple & Cinnamon, warming Speculoos award-winning Pumpkin Spice. Perfect for cosy evenings, Halloween gatherings and pumpkin carving parties! **Select Seasonal Flavours on Page 7**



TOFFEE APPLE & CINNAMON CARAMEL

Made with fresh double cream, crisp apple and warming cinnamon. This wickedly tasty caramel sauce 230g is perfect for Halloween baking. **SAUCE2023**

CHOCOLATE + CARAMEL FOUNTAIN



Sweeten the moment

VELVETY SMOOTH CHOCOLATE OR CARAMEL SAUCE AT THE TURN OF A SWITCH!



CHOCOLATE + CARAMEL FOUNTAIN

Perfectly coat your fruit, marshmallows, or popcorn, in a luxurious silky-smooth chocolate or caramel sauce. All at the turn of a switch!

7000FOUN

FOUNTAIN CARAMEL SAUCE

For a smooth and sweet flowing caramel curtain. Use our specially made Fountain Caramel Sauce. Pour up to 0.95kg and enjoy with family or friends.

SAUCE2007



IDEAL FOR WEDDINGS AND PARTIES & CHOCOLATE AND CARAMEL LOVERS!

BECOME A POPCORN CHEF AT HOME!



MAKE YOUR OWN GOURMET POPCORN



POPCORN MAKER

Air-pop your own gourmet popcorn at home in just 2 ½ minutes!

7000AIRPOP

MAKE YOUR OWN POPCORN KITS

Contains everything you need to make Joe's most famous gourmet popcorn recipes in the comfort of your own kitchen. Available in a Gift Tin as a variety pack or single flavour and as a single serve box - 1 sauce jar and popping corn sachet across 5 flavours.



POPPING CORN

Giant 'mushroom' kernels that we use in our usual popcorn, ready to be popped by you.

KER400BAG

POPCORN CARTONS

Complete the ultimate movie night in experience or amp up your next bash with these premium, cinema-inspired popcorn cartons.

7000POPCART01, 7000POPCART02,
7000POPCART03



EVENTS

We offer a range of customisable solutions guaranteed to impress your event guests or corporate clients.



POPCORN BAR

Cater for a small to large crowd, with fully prepared popcorn, glass jars, serving spoons and sampling cups.



POPCORN WARMER

Best served warm! Filled with pre-popped popcorn of your choice.



POPCORN DISPENSER

Perfect for self serve or grab-n-go



POPCORN BICYCLE

Impress guests with an iconic serve at your next event!



BESPOKE POPCORN

PERFECT FOR...

- CORPORATE EVENTS
- GOODY BAGS
- WEDDING FAVOURS

CORPORATE GIFTING

Make it yours with a joint branded popcorn pack or popcorn gift. Add a logo, image or message and it can be printed directly onto a headercard or joint branded sleeve.



POPCORN POUCH OR SNACK PACK

Choose from our wide range of flavours



GOLD GIFT BOX

A premium option to present your gift



GOURMET POPCORN SELECTION BOX

Contains 6 or 12 of our best-selling flavours



POPCORN ADVENT CALENDAR

Vegan option also available

JOINT BRANDED CRITERIA

Images or logo's must be 300dpi or PDF format.

For a swift delivery please ensure your logo or images are provided in high resolution.

Get in touch to discuss your requirements! sales@joeandsephs.com

PARTNERSHIPS

Take it a step further and join the family with an exclusive partnership for a limited time.
Get in touch to discuss a product partnership! marketing@joeandsephs.com



RECOMMENDED PLANOGRAMS

CHRISTMAS



	Product Title	Flavour	Dimensions			Facing
			Hcm	Wcm	Dcm	
Top Shelf	Vegan Popcorn Advent Calendar	Multiple	35.5	10.1	35.1	1
	Popcorn Advent Calendar [Exp]	Multiple	46.5	10.1	35.1	1
	Popcorn Cracker	Salted Caramel	28.0	10.1	10.1	1
	Ultimate Popcorn Selection	Multiple	25.5	9.5	13.8	1
	Chocolate Lovers Popcorn	Multiple	15.7	8.7	9.0	1
3 rd Shelf	Milk Chocolate Bites Pyramid	Salted Caramel & Milk Chocolate	15.7	8.7	12.4	1
	Dark Chocolate Bites Pyramid	Salted Caramel & Dark Chocolate	15.7	8.7	12.4	1
	Vegan Salted Caramel Bites Pyramid	Vegan Salted Caramel	15.7	8.7	12.4	1
	Make Your Own Popcorn Kit	Salted Caramel	7	10	15	1
	Sauces	White Chocolate	8.5	8	8	2
	Sauces	Brandy Butter	8.5	8	8	2
	Sauces	Chocolate Caramel	8.5	8	8	2
	Sauces	Sticky Toffee	8.5	8	8	2
	Sauces	Salted Caramel	8.5	8	8	2
	Sauces	Salted Caramel	8.5	8	8	2

	Product Title	Flavour	Dimensions			Facing
			Hcm	Wcm	Dcm	
2 nd Shelf	Very Merry Popcorn Star	Yule Log, Salted Caramel & White Chocolate	25.5	9.5	26	1
	Milk Chocolate Popcorn Star Pouch	Salted Caramel & Chocolate	19	5.5	12	1
	Festive Popcorn Slab	Salted Caramel & Milk & White Chocolate	19	5.5	12	1
	Salted Caramel Popcorn Star	Salted Caramel	14	7.6	7.6	2
Bottom Shelf	Pouches	Brandy Butter	24,5	8,7	7	1
	Pouches	Mint Chocolate	24,5	8,7	7	1
	Pouches	Mince Pie	24,5	8,7	7	1
	Pouches	Candy Cane	24,5	10	7	1
	Pouches	Mulled Wine	24,5	8	7	1
	Pouches	Yule Log	12	8	7	1
	Pouches	Caramel & White Chocolate	24,5	8	7	1
	Pouches	Salted Caramel	24,5	8	7	1
	Pouches	Salted Caramel	24,5	8	7	1

ALL YEAR ROUND



	Product Title	Flavour	Dimensions			Facing
			Hcm	Wcm	Dcm	
Top Shelf	Chocolate Caramel Truffles	Salted Caramel Milk Chocolate	15	8	8	1
	Chocolate Caramel Truffles	Chocolate Caramel Dark Chocolate	15	8	8	1
	Chocolate Caramel Truffles	Espresso Martini Milk Chocolate	15	8	8	1
	Pouches	Caramel & Belgian Chocolate	24.5	7	7	1
	Pouches	Toffee Apple & Cinnamon	24.5	7	7	1
	Pouches	Salted Caramel	24.5	7	7	1
	Pouches	Caramel & White Chocolate	24.5	7	7	1
	Pouches	Peanut Butter	24.5	7	7	1
3rd Shelf	Milk Chocolate Bites Pyramid	Salted Caramel & Milk Chocolate	15.7	8.7	12.4	1
	Dark Chocolate Bites Pyramid	Salted Caramel & Dark Chocolate	15.7	8.7	12.4	1
	Convenience Bags	Salted Caramel	7	10	15	1
	Make Your Own Popcorn Kit	Salted Caramel	7	10	15	1
	Sauces	Chocolate Caramel	8.5	8	8	2
	Sauces	Sticky Toffee	8.5	8	8	2
	Sauces	Salted Caramel	8.5	8	8	2

	Product Title	Flavour	Dimensions			Facing
			Hcm	Wcm	Dcm	
2nd Shelf	Popcorn Bites	White Chocolate & Raspberry	19	6	13	1
	Popcorn Bites	Salted Caramel & Dark Chocolate	19	6	13	1
	Popcorn Bites	Salted Caramel & Milk Chocolate	19	6	13	1
	Popcorn Bites	Orange & Milk Chocolate	24.5	7	12	1
	Chocolate Popcorn Slabs	White Chocolate & Raspberry	24.5	7	12	1
	Chocolate Popcorn Slabs	Vegan Dark Chocolate	24.5	7	12	1
	Chocolate Popcorn Slabs	Milk Chocolate & Salted Caramel	24.5	7	12	1
	Chocolate Popcorn Slabs	Popjack™	24.5	7	12	1
	Popcorn Maker	N/A	25.5	9.5	24.5	1
Bottom Shelf	Mushroom Popping Corn	N/A	7	20.5	20.5	1
	Popcorn Bars	Apple	3	5	5	1
	Popcorn Bars	Salted Caramel	3	5	5	1
	Popcorn Rocky Road Bars	Chocolate Popcorn & Biscuits	3	5	5	1

EASTER



	Product Title	Dimensions Width (cm)	Facing
Top Shelf	Easter Snack Pack 6x Selection Box	42.5	1
	Belgian Chocolate & Hazelnut Pouch	14	1
	Hot Cross Bun Pouch	14	1
	Trio of Chocolates Pouch	14	1
2nd Shelf	Chocolate Popcorn Mini Egg Pouch	13	1
	Chocolate Lovers Popcorn	9	1
	Hot Cross Buns Caramel Sauce	8	2
	Millionaire Shortbread Caramel Sauce	8	1
	Vegan Dark Chocolate Popcorn Slab	12	1
	Milk Chocolate Popcorn Slab	12	1
	White Chocolate Popcorn Slab	12	1
	Easter Trio of Chocolate Popcorn Slab	12	1

	Product Title	Dimensions Width (cm)	Facing
Bottom Shelf	Chocolate + Caramel Fountain	20.5	1
	Fountain Caramel Sauce	7	1
	Milk Chocolate Buttons	12	2
	Dark Chocolate Buttons	12	1
	White Chocolate Buttons	12	1

DISCOVERY BOOST

WITH OVER **90+ GREAT TASTE AWARDS**, IN-STORE SAMPLING OF OUR GOURMET POPCORN IS A **POWERFUL TOOL** IN GETTING YOUR CUSTOMERS TO FALL IN **LOVE AT FIRST TASTE!**



Sampling Kit Includes:

- Gourmet popcorn and Caramel sauce sample stock
- Kilner jars
- Serving spoons
- Sampling staff aprons
- Caramel sauce tasting sticks

VISIBILITY BOOST

WITH UP TO **76% OF SHOPPING DECISIONS MADE AT POINT OF SALE**, WE CAN MAKE YOUR SHELVES POP AND **CLARIFY OUR OFFER** FOR YOUR CUSTOMERS.



Shelf Strip Dimensions: 1000 (W) x 40 (H)

Shelf Wobblers: 100 (H)

Shelf Strips and wobblers available to order for our Chocolate Popcorn Bites, Gourmet Popcorn and Caramel Sauce ranges.

SALES BOOST

INCREASE YOUR **INCREMENTAL SALES** WITH MULTIPLE TOUCH POINTS FOR **YOUR CATEGORY**.

Free-Standing Display Unit (Wood)



Product	Dimensions Width (cm)	Facings
Gourmet Popcorn Pouches (80g)	14	8
Chocolate Popcorn Bites (63g)	14	5

Bar Top Crate Display Unit



Product	Dimensions Width (cm)	Facings
Gourmet Popcorn Pouches (80g)	14	3

Tray available in various sizes

Free-Standing Cardboard Display Unit Convenience Range



Product	Dimensions Width (cm)	Facings
NEW Gourmet Popcorn (23g)	14	6
Chocolate Popcorn Bites (27g)	12	6
Popcorn Bars	18	2

Free-Standing Cardboard Display Unit All-Year-Round Gifting



Product	Dimensions Width (cm)	Facings
NEW Chocolate Slabs (115g)	15	2
Chocolate Popcorn Pyramids (45g)	12	2
Make Your Own Popcorn Kits	15	1
Chocolate Popcorn Bites (63g)	12	2
Gourmet Popcorn Pouches (80g)	14	2



GET IN TOUCH!

For sample requests and enquiries please email
sales@joeandsephs.com or call us on **+44 (0)20 3697 0203**

Discover more at **joeandsephs.co.uk**

Follow the journey of our family-run business @joeandseph 