

British Airways adds Popcorn Kitchen to onboard snack lineup



Popcorn Kitchen's Salted Caramel popcorn is now the long haul "snack of choice" for British Airways in First and Business Class

[Popcorn Kitchen](#) has announced the selection of its Salted Caramel popcorn as the long haul "snack of choice" for [British Airways](#) in First and Business Class.

In a September 14 press release, the company cited countless trade show run-ins, encouraging chats, taste trials and positive First Class lounge samplings as some of the small tentative steps over the last three years that led to a full listing with British Airways this month.

Popcorn Kitchen Owner, Louise Webb, said, "British Airways understands better than most that they not only need immersive snacks with worldwide appeal, but brands that reflect their best-in-class status. Today, light-to-bite, crunchy popcorn comes in every imaginable flavor, but only a handful stick rigidly to their best-in-class ingredient commitments. From our foodie perspective ties with the nation's No.1 carrier is a pinch-me moment that helps explain the business's step-change growth over the last 15 to 18 months."