

## WERTHER'S ORIGINAL CARAMEL POPCORN VOTED PRODUCT OF THE YEAR 2015

### *40,000 Consumers Backed Survey for Top Award*

**New York – February 10, 2015** – [Werther's Original Caramel Popcorn](#), the only popcorn made with the rich and creamy one-of-a-kind Werther's caramel taste, has been named [Product of the Year](#) for 2015. Product of the Year is the world's largest consumer-voted award for product innovation where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research. Werther's Original Caramel Popcorn has taken home the top honors for Snacks.

"Nearly 50,000 new packaged goods products are introduced each year," said Rich Fryling, Managing Director, Product of the Year USA. "Our research shows that 44% of consumers are more likely to purchase a product recommended by 40,000 shoppers just like them."

Product of the Year accepts entries each year from consumer packaged goods that demonstrate innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc. with a product then being chosen as a winner in its category through the TNS survey of 40,000 consumers.

"We are delighted that Werther's Caramel Popcorn has been named one of the most innovative products of the year for 2015," said Scott Ellis, VP of Marketing, Storck USA. "The concept came to life at our Caramel Shoppe in the Germany Pavilion in World Showcase at Epcot where it quickly became a top selling product and a favorite among guests. We're thrilled with this award and the continued support of caramel lovers everywhere in our pursuit of being America's Favorite Caramel."

The complete list of 30 winners selected to receive the 2015 Product of the Year title can be found at [www.productoftheyearusa.com](http://www.productoftheyearusa.com)

#### **About Werther's Original Caramel Popcorn:**

Leveraging the brand's 100 year caramel-making heritage, Werther's Original Caramel Popcorn is the only perfectly popped corn wrapped with the rich and creamy taste of Werther's Caramel. Made with quality ingredients, like real butter and fresh cream, and hand-stirred in copper kettles, it truly is the Caramel Popcorn for Caramel Lovers. The kernel of an idea began with the opening of the Werther's Caramel Shoppe in the Germany Pavilion in World Showcase at Epcot in 2010. After being a standout favorite among guests and caramel lovers alike, Werther's Original Caramel Popcorn took to retail seasonally in fall of 2013. Since, it has since moved to an everyday delight available in the snack aisle, bringing the comfort and delight of the Werther's Caramel Shoppe to US consumers everywhere.

#### **About Product of the Year:**

Product of the Year is the world's largest consumer-voted award for product innovation. Established 28 years ago, POY currently operates in 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of over 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year seal in marketing communications for two years. For more information, visit [www.productoftheyearusa.com](http://www.productoftheyearusa.com).

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