

The Coolest Thing Made in Wisconsin

Visiting up North? Perhaps you are watching the Scheer's Lumberjack Show or the Min-Aqua Bats water skiers up in Minocqua, Wisconsin, and you begin to feel hungry. Before you purchase one of those basic concession stand food items such as nachos or pretzels, try out some gourmet popcorn or puffs from Minocqua Popcorn and Puffs, the coolest things made in Wisconsin!

From Confetti to Beer Cheese, Minocqua Popcorn and Puffs (MPP) offers over thirty different flavors of gourmet popcorn and potato puffs. Imported from Europe, the wagon-wheeled shaped potato puffs are air-baked and coated with seasonings right at MPP's commercial facility. Also created at Minocqua Popcorn is their high-end, air-popped popcorn. Jim and Pam Gleich (Uncle Puff and Auntie Popcorn) claim that their customer's satisfaction is their top priority, so high-quality service and products are key. When customers arrive at the store, workers greet them with a friendly smile and offer free samples of the popcorn flavors. MPP works to eliminate 99.99 percent of pesky unpopped kernels from their products by sifting them three times before packaging. They also air-pop popcorn and puffs, as opposed to popping them in oil, to effectively coat them with flavor. By using these methods of product development, MPP ensures consumers receive the best-quality snacks. An average American eats up to 70 quarts of popcorn annually, according to industry statistics. With popcorn being one of the nation's favorite snacks, it can be tough to compete with other popcorn brands such as Orville Redenbacher's. However, since Minocqua Popcorn opened almost nineteen years ago in 2004, it has continually stolen the hearts of tourists with their delectable, unique, flavorful products.

Not only is Minocqua Popcorn and Puffs a must-have Northwoods treat, it is unique from its competitors. While they have a different style of popping compared to other brands, they also

stray away from artificial flavors and ingredients. According to the Gleichs, their ingredients are locally sourced. Unlike many other popcorn brands, they use melted cheese produced in America's dairyland, Wisconsin, instead of powdered cheese for their coatings. Also, their caramel is unique to their company; it is made entirely from scratch with their own recipe. With the help of real butter, brown sugar, and vanilla, MPP produces a rich, authentic caramel for their products. Even their Brandy Old-Fashioned popcorn is created with real brandy, bitters, and orange peel. Flavored popcorn created with real, local ingredients is a unique aspect of Minocqua Popcorn and Puffs. It is no wonder why their popcorn is considered to be the "magic treat" in the great state of Wisconsin.

Along with their popcorn products, Minocqua Popcorn and Puffs is known for their potato puffs. MPP's puffs are unlike any other treat, and they are gaining in popularity. Prior to baking, they are about the size of a penny and look similar to pasta. During the popping process with hot air, they "puff" up and become ready to be seasoned. Although they are potato-based, they can transform into deliciously sweet or savory snacks with the help of MPP's original, made-from-scratch coatings. These potato puffs come in a wide variety of flavors including peanut butter, cheese, and lemon. Holiday flavors such as peppermint bark are offered as well. Because these treats cannot be found anywhere else, the mouth-watering taste, crispy texture, and uniqueness of MPP's potato puffs make customers come back for more.

Minocqua Popcorn and Puffs is best known for the popcorn and puffs, however, they also sell other products such as coffee, jerky, ice cream, and homemade fudge. In order to give back to their popcorn and puff lovers, MPP offers a fundraising program where an organization can raise funds for an organization with MPP products, and directly receive thirty percent of the profit. Currently, at Minocqua Popcorn and Puff's original establishment in Minocqua,

Wisconsin, there are only seven employees. Although it is a small company in Wisconsin, people from all over the nation enjoy what they have to offer. In fact, MPP has a couple other stores: one in Eagle River, Wisconsin, and another all the way across the country in San Diego, California! Zach Poulsen, under Minocqua Popcorn and Puff's Google reviews, exclaimed, "wish we had more like you in Colorado," implying that despite living across the nation, he believes that Minocqua Popcorn and Puffs has some of the best snack products to offer.

Minocqua Popcorn and Puffs has never failed to touch the hearts and taste buds of their consumers. While popcorn is easily accessible everywhere, MPP offers one-of-a-kind products. Because their ingredients come from local sources, and they prioritize quality over quantity, MPP produces snack foods unlike any other. Crowd-pleasing, organically made, and delicious, Minocqua's popcorn and puffs are the coolest things made in Wisconsin.

Works Cited

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Featured on Minocqua Popcorn and Puffs' Website:



<https://www.minocquapoppuff.com/potato-puffs>.