

FOR IMMEDIATE RELEASE

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## **Dippin' Dots Franchising, LLC Acquires Gourmet Popcorn Franchisor Doc Popcorn**

*Move expands Dippin' Dots food platform, creates cross-branding opportunities  
and nearly doubles franchisee base*

PADUCAH, Ky. – Dippin' Dots Franchising, LLC, the franchising arm of the iconic flash frozen ice cream maker Dippin' Dots, today announced that it has acquired snack franchisor Doc Popcorn, innovator of fresh-popped, kettle-cooked popcorn. Based in Boulder, Colo., Doc Popcorn's franchise footprint includes nearly 100 franchise partners in 30 states, Japan, Mexico and Puerto Rico.

"This acquisition represents a significant addition to our portfolio of leading snack food franchises," commented Scott Fischer, Dippin' Dots president. "From the start, our goal has been to achieve controlled, coordinated and sustainable growth for Dippin' Dots through long-term moves including the strategic acquisition of quality brands like Doc Popcorn. Doc Popcorn's founders Rob and Renée Israel will remain actively involved in the business going forward, and we look forward to working jointly with them to continue growing the business."

Dippin' Dots plans to support Doc Popcorn in its next phase of growth by investing in the expansion of the company's U.S. and international footprint. In particular, Dippin' Dots is looking at distributing Doc Popcorn products through its existing franchise system and vice-versa. The company also plans to leverage its concession and food service relationships to target additional high-traffic venues for new Doc Popcorn units.

"We are thrilled to join forces with Dippin' Dots, a fun brand that is beloved by people young and old," said Rob Israel, Doc Popcorn's co-founder. "With the industry experience, reach and resources of Dippin' Dots behind us, we can continue to execute our vision of creating smiles all over the world with Doc Popcorn's great tasting, freshly popped snack, all the while offering our current franchise base additional opportunities and expertise."

"We are drawn to Doc Popcorn because it complements the Dippin' Dots' brand and corporate growth strategy," said Mark Liebel, Dippin' Dots vice president of business development and new ventures. "Dippin' Dots growth strategy includes both organic growth and acquisitions," said Liebel. "We see opportunities to expand Doc Popcorn's distribution both domestically and abroad as well as the potential to jointly sell both brands' products in existing venues and new venues."

The Doc Popcorn business will be operated out of Dippin' Dots headquarters in Paducah, Ky. Although no immediate plans were announced regarding Doc Popcorn's administrative and distribution facilities, the company plans to maintain a presence in its hometown of Boulder, Colo.

For more information about Dippin' Dots Franchising contact (270) 575-6990 or visit [www.dippindots.com](http://www.dippindots.com). For more information about Doc Popcorn, call (866) 599-9744 or visit [www.docpopcorn.com](http://www.docpopcorn.com).

### **About Dippin' Dots**

Dippin' Dots has produced and distributed its flash frozen tiny beads of ice cream, yogurt, sherbet and flavored ice products since microbiologist Curt Jones invented the cryogenic process in 1988. Made at the company's production facility in Paducah, Ky., Dippin' Dots distributes its unique frozen products in all 50 states and 11 countries and employs nearly 200 people.

### **About Doc Popcorn**

Using 100% corn oil, proprietary natural flavor blends and other high-quality ingredients, Doc Popcorn handcrafts a wide variety of fresh-popped specialty flavors of popcorn. Doc Popcorn's delicious flavors are gluten-free, whole grain, wheat-free and nut-free. Other options, such as sugar-free and dairy-free popcorn are also available. Doc Popcorn started franchising in 2009 and has since been recognized as one of the hottest and fastest-growing snack franchises in the country, including a No. 59 ranking on the Inc. 500 list.

### **MEDIA CONTACTS**

#### For Dippin' Dots:

Billie Stuber, Dippin' Dots PR Manager

270-415-3255

[bilstu@dippindots.com](mailto:bilstu@dippindots.com)

#### For Doc Popcorn:

Alicia Aldrich, Fishman Public Relations

847-945-1300 ext. 246

[aaldrich@fishmanpr.com](mailto:aaldrich@fishmanpr.com)