

Case Study

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Joe & Seph's Popcorn



Joe & Seph's are a family business from London with a mission to produce the best-tasting popcorn in the world, and were awarded FDF Exporter of the Year in 2016.

The latest player to enter the game in the Emirates is Joe & Seph's, a gourmet popcorn brand that handcrafts its flavoursome kernels in London. A family-run company devised by Joseph Sopher, his wife Jackie, and their son Adam, the brand's offerings can be found in Waitrose, Spinneys, Dubai's seven-star Burj Al Arab hotel, and even aboard Emirates's first-class cabins. Joe & Seph's boasts 40 variations, such as peanut butter, gingerbread, and caramel and espresso. The idea for the company, launched in 2010, came from the Sopers's own kitchen, with Joseph routinely cooking up a batch of popcorn.

And who would blame brands for wanting to take a bite out of an ever-growing market? Indeed, the global popcorn industry is projected to reach \$15 billion worldwide by 2023, according to Allied Market Research – a big number for such a minuscule morsel.

Joe & Seph's, which is stocked in high-end London department stores such as Selfridges and Harvey Nichols, as well as premium hotels around the world, says that in the Middle East, its most popular flavours include classic caramel, salted caramel and nuttier varieties.