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PERFECTÒ™
FULLY COATED ON EVERY POPCORN

Press Release

For Immediate Release

PERFECTO POPCORN

Coated to PERFECTION

Bringing the luxury movie experience to your doorstep, the PERFECTÒ way

27th May 2015 – Popcorn is a classic snack loved by all, especially moviegoers. Nothing completes the perfect cinema experience like fully coated popcorn. The market is seeing a rapid expansion of movies, which in turn, has led to the rise of popcorn consumption, as it is commonly associated with the silver screen. To fulfil the perfect movie experience, **PERFECTÒ** is introducing yet another delight that caters to perfection – **PERFECTÒ Popcorn**, fully coated on every piece. 3 classic flavours, **Ultimate Caramel, Chocolate in Love, and French Vanilla** to cater to every palate. Mamee Double - Decker is currently in possession of more than 36% volume share in Malaysia's snack market, to which **PERFECTÒ Popcorn** is now proudly part of the company's offerings.

The launch of **PERFECTÒ Popcorn** saw its guests arriving in style as they walked through their very own **PERFECTÒ Popcorn** red carpet experience. They were then greeted by paparazzi that snapped their perfect red carpet style, and were delighted with a special selection of canapés, mocktails, and heavenly desserts infused with the popcorn flavours to tease guests.

What came in as the highlight of the event is an enactment of a thriller movie that stirred the excitement of those who were present. The **PERFECTÒ Popcorn** launch lavished its guests with a luxury movie experience as they indulged on **PERFECTÒ Popcorn** whilst enjoying a special screening of "SPY".

Altogether, **PERFECTÒ Popcorn** is the ultimate snack that gives its consumers the best movie experience. The popcorn promises gourmet flavours because each peice is 100% coated. Furthermore, the packaging carries a classy movie-look, bringing you closer to the perfect movie experience.

PERFECTÒ Popcorn is an affordable luxury snack that is now available nationwide at the retail price of RM4.50 for the small pouch (85g) and RM7.50 for the big pouch (160g). For more information, visit PERFECTÒ's official Facebook page at www.facebook.com/PerfectoSnacks.