

# POPZ

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We're delighted to welcome our latest member to the ESMA International Network Community – POPZ Holding from the USA & Hungary.

POPZ is the leading popcorn company, selling high quality popcorn products across five continents.

Over 50 years ago at Pillsbury, USA, Jim Watkins led the invention of microwave popcorn. In 1978, he founded Golden Valley Foods.

Jim built ACT II into the leading microwave popcorn brand in the USA and in 1991, introduced it into the European market.

In 1999, Jim Watkins founded POPZ as a new popcorn brand with over 250 years of combined

senior management experience. POPZ popcorn is made from non-GMO corn which is sourced from independent farmers and is trans fat free. Their products are gluten free and made from natural ingredients.

In 2011, POPZ moved their production from Denmark to Hungary where they now have the world's most modern factory for the production of microwave and ready-to-eat popcorn.

At the factory they produce microwave popcorn around the clock and supply countries throughout Europe. Popz is the fastest growing popcorn brand and is currently sold in more than 38 countries worldwide.

POPZ isn't just another popcorn—it's a sales engine with built-in marketing, stronger margins, premium presentation, and real category expertise. It grows with you.

The movie experience has shifted from cinemas to the living room, changing snack habits. Popcorn has become the iconic snack of home movie nights. Around 70% of popcorn is now consumed at home.

Five decades of experience and a raft of industry awards have guaranteed that POPZ microwave popcorn delivers the best tasting microwave popcorn in the market today.

For more information about **POPZ**, please contact:

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**Publication date:** 29 Oct, 2026

**Tags:**

**Published by:** ESMA International Network