



Snappy Popcorn Grows in Breda

PROFILE

Snappy Popcorn

BREDA, IOWA



Employees: 50

Iowa Select Farms purchases Snappy Popcorn for employee holiday gifts and Children's Cancer Connection care packages. Iowa Select Farms also distributes over 7,500 coupons to their employees and contractors for popcorn balls at Snappy's Popcorn Stand at the Iowa State Fair!



Andy Koster,
Sales Manager

Jon Tiefenthaler,
Owner

Fuel delivery powered popcorn business

Snappy Popcorn's roots run deep in western Iowa. "My grandfather ran a tank wagon fuel delivery service," said Tiefenthaler, whose grandfather, Art Tiefenthaler, and great uncle Raymond Tiefenthaler founded Snappy Popcorn in 1940—the era when Iowa was the number-one popcorn-producing state in America. "After a customer paid a fuel oil bill with popcorn, this inspired my grandfather to get into the popcorn business."

Growing popcorn is similar in many ways to producing field corn, although careful management is required to produce the highest quality popcorn. Snappy Popcorn has grown much of its popcorn locally for decades. "We're close to our producers, since a lot of our popcorn is grown within five or six miles of Breda," said Tiefenthaler, who added the company also works with popcorn farmers across Iowa, Nebraska and Colorado.

"IOWA SELECT'S VALUES ARE SIMILAR TO OURS, THEY UNDERSTAND THE IMPORTANCE OF IOWA AGRICULTURE. IT'S ALSO GREAT TO SEE HOW THEY SUPPORT OTHER IOWA COMPANIES."

- Jon Tiefenthaler

Popcorn is the only product processed at the plant in Breda, where approximately 50 people work for Snappy Popcorn. Snappy Popcorn products, which are known for their freshness and excellent quality, can be found across Iowa in Fareway grocery stores and in Hy-Vee stores under the brand name Ellie Mae's.

"A lot of our business comes from trade shows and word-of-mouth marketing," said Andy Koster, sales manager for Snappy Popcorn, which has become one of the largest concessions dealers in America, specializing in popcorn machines, popcorn poppers and concession supplies. "We also ship our products overseas."

While Snappy Popcorn is a small company compared to some of the multinational food corporations among its competitors, this can be an advantage. "We're nimble and dynamic," Koster said. "We can fill an order in a day, while other competitors might take a few weeks."

Livestock and Popcorn Revitalizing rural Iowa

"Iowa Select's values are similar to ours," Tiefenthaler said. "They understand the importance of Iowa agriculture. It's also great to see how they support other Iowa companies."

Many of these companies are located in rural communities like Breda, population 477, which boasts many thriving companies, including fire truck manufacturer Toyne Fire Apparatus, Western Iowa Networks telecommunications and Snappy Popcorn. "We've opened a lot of doors for some substantial growth," Tiefenthaler noted. "We look forward to working with other ag companies like Iowa Select Farms as we produce high-quality food."

