

MARKET SEGMENT

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Why Segmentaion?

- To develop marketing activities,
- To identify the suitable customers,
- Increase marketing effectiveness,
- Generate greater customer satisfaction,
- To identify strategic opportunities,
- Adjustment of product to the market need,
- To contribute towards achieving organizational goals.



Food Service Segment

HOTELS &
HOSPITALITY

RESTAURANTS

SCHOOLS &
COLLEGES

HOSPITALS

ICE CREAM
PARLOURS

MULTICULTURAL
FESTIVAL PARKS

CLUBS CATERING
& EVENTS

ONLINE &
CONCEPT STORES

M.R.S. Packaging



Hotels & Hospitality

M.R.S PACKAGING

Food Service

01

3 In 1 Popcorn
Kit

02

Cheese & Other
Savories

03

Waffle
Pancake Mix

04

Waffle Cone
Mix

05

Home Popcorn
Maker



06

100% Fruit
Slush Mix

07

Nacho Chips,
Cheese Sauce &
Salsa

08

Crepe Mix

- USE 3IN1 POPCORN KIT WITH OUR HOME POPCORN MAKER.
- CHEESE & OTHER SAVORIES IS PERFECT FOR POPCORN, FRIES, BURGER, WINGS & MORE.
- WE SUPPLY EQUIPMENT REQUIRED FOR THE ABOVE PRODUCTS.
- AUTOMATIC COTTON CANDY & POPCORN VENDING MACHINES ARE AVAILABLE.



Hotels & Hospitality

Retail Products

01

Ready to Eat
Popcorn

02

Cotton
Candy Tub

05

Cakes, Cup Cakes
& Macarons

03

Chocolate
Coated Nuts

04

Chocolate Dipped
Strawberries

05

Chocolate
Fondant

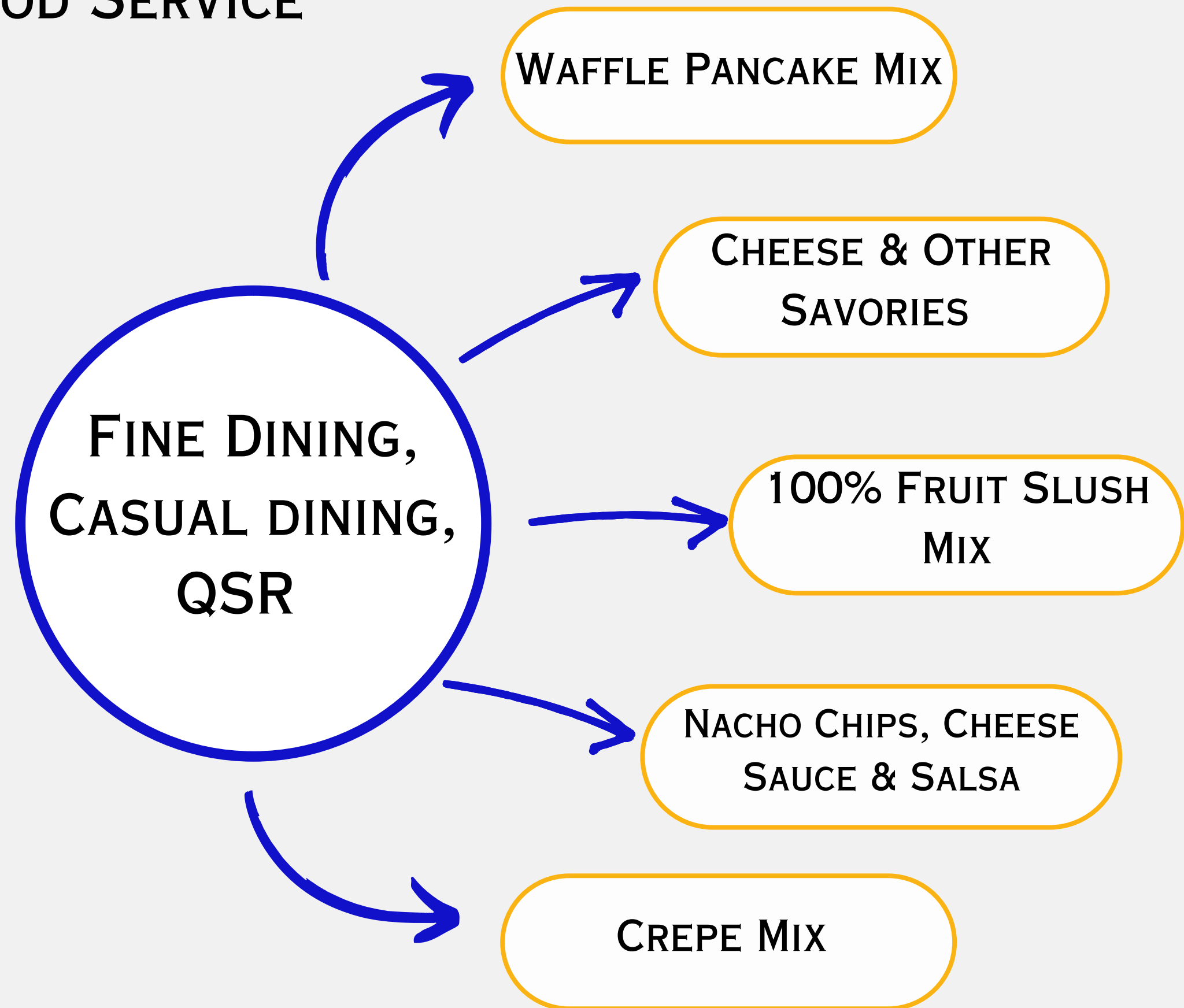
- WE HAVE 50+ FLAVOURS OF POPCORN - COCO POPS, GOURMET SWEET, SAVOURY & VEGAN CHEESE POPCORN, CARAMEL POPCORN WITH NUTS & MORE.
- AUTOMATIC COTTON CANDY & POPCORN VENDING MACHINES ARE AVAILABLE.



Restaurants

FOOD SERVICE

M.R.S PACKAGING



Restaurants

M.R.S PACKAGING

FOOD SERVICE

FINE DINING,
CASUAL DINING,
QSR

CHEESE & OTHER SAVORIES IS PERFECT FOR
POPCORN, FRIES, BURGER, WINGS & MORE.

WE SUPPLY EQUIPMENT REQUIRED FOR THE
ABOVE PRODUCTS.

AUTOMATIC COTTON CANDY & POPCORN
VENDING MACHINES ARE AVAILABLE.

ADDITIONAL EQUIPMENT AVAILABLE ARE HOT DOGS
ROLLERS, ICE SHAVERS(SNO-KONES), PRETZELS
WARMERS, CARMEL & CANDY APPLE, CORN DOG
FRYERS ETC.





Schools & Colleges

FOOD SERVICE

M.R.S PACKAGING

3 IN 1 POPCORN KIT

100% FRUIT SLUSH MIX

CHEESE & OTHER SAVORIES

WAFFLE PANCAKE MIX

CREPE MIX

**NACHO CHIPS, CHEESE
SAUCE & SALSA**

RETAIL PRODUCTS

READY TO EAT POPCORN

**CHOCOLATE DIPPED
STRAWBERRIES**

CUP CAKES & CAKE POPS

CHOCOLATE COATED NUTS

MACARONS

COTTON CANDY TUB



Hospitals

M.R.S PACKAGING

Food Service

WAFFLE PANCAKE MIX
(GLUTEN FREE ALSO)

CHEESE & OTHER
SAVORIES

CREPE MIX

NACHO CHIPS,
CHEESE SAUCE &
SALSA

Retail Products

CHOCOLATE
COATED NUTS

READY TO EAT
POPCORN

CHOCOLATE DIPPED
STRAWBERRIES

MACARONS

- AUTOMATIC COTTON CANDY & POPCORN VENDING MACHINES ARE AVAILABLE.
- ADDITIONAL EQUIPMENT AVAILABLE ARE HOT DOGS ROLLERS, ICE SHAVERS(SNO-KONES), PRETZELS WARMERS,CARAMEL & CANDY APPLE, CORN DOG FRYERS ETC.

Ice Cream Parlors

M.R.S PACKAGING

FOOD SERVICE

CREPE MIX



WAFFLE PANCAKE MIX



GLUTEN FREE WAFFLE PANCAKE MIX



WAFFLE CONE MIX



RETAIL PRODUCTS

MACARONS



GOURMET POPCORN



CHOCOLATE COATED NUTS



Multicultural Festival Parks

M.R.S PACKAGING

FOOD SERVICE

WAFFLE PANCAKE MIX

3 IN 1 POPCORN KIT

CREPE MIX

100% FRUIT SLUSH
MIX

CARAMEL GLAZE

COTTON CANDY

NACHO CHIPS, CHEESE
SAUCE & SALSA

FREE & EASY SPRAY

WAFFLE CONE MIX

CHEESE & OTHER
SAVORIES

BUTTERFLY & JUMBO
MUSHROOM POPCORN

POPPING OIL

- CHEESE & OTHER SAVORIES IS PERFECT FOR POPCORN, FRIES, BURGER, WINGS & MORE.
- WE SUPPLY EQUIPMENT REQUIRED FOR THE ABOVE PRODUCTS.
- AUTOMATIC COTTON CANDY & POPCORN VENDING MACHINES ARE AVAILABLE.
- ADDITIONAL EQUIPMENT AVAILABLE ARE HOT DOGS ROLLERS, ICE SHAVERS(SNO-KONES), PRETZELS WARMERS, CARAMEL & CANDY APPLE, CORN DOG FRYERS ETC.

Multicultural Festival Parks

M.R.S PACKAGING

RETAIL PRODUCTS



READY TO EAT POPCORN



CHOCOLATE COATED
NUTS



COTTON CANDY TUB



NACHOS 2 Go



CUP CAKES, CAKE POPS
& MACARONS



CHOCOLATE DIPPED
STRAWBERRIES
& FONDANT

CLUBS, CATERING & EVENTS

FOOD SERVICE

RETAIL PRODUCTS

3 IN 1 POPCORN KIT

CARAMEL GLAZE POP

PREMIER FLAVACOL

CHEESE & OTHER
SAVORIES MIX

100% FRUIT SLUSH
MIX

FLOSS-SUGAR MIX

CHEESE SAUCE

SALSA

JALAPENO SLICE

SENORAH NACHO
CHIPS



READY TO EAT
POPCORN

CUP CAKES & CAKE
POPS

MACARONS

TARTS

CHOCOLATE DIPPED
STRAWBERRIES

- **Cheese & Other Savories is perfect for Popcorn, Fries, Burger, Wings & More.**
- **We supply Equipment required for the above products.**
- **Automatic Cotton Candy & Popcorn Vending Machines are available.**
- **Additional Equipment available are Hot Dogs Rollers, Ice Shavers(Sno-Kones), Pretzels Warmers, Caramel & Candy Apple, Corn Dog Fryers Etc.**

Food Service

Online Stores

M.R.S PACKAGING

01

3 In 1 Popcorn Kit

02

Caramel Glaze(Tetra Pack)

03

100% Fruit Slush

04

Cheese & Other Savories

05

Waffle, Pancake, Crepe Mix

06

Pre-Mix Floss Sugar (for Cotton Candy)

07

Catering Nacho Bundle



www.mrspackaging.store.com

Online Stores

Retail Stores

M.R.S PACKAGING

01

Gourmet Sweet & Savory Popcorn

02

Chocolate Coated Nuts

03

Cotton Candy Tub

04

Nachos 2 Go

05

Popcorn maker Bundle

06

Nachos & Cheese Popcorn Combo

07

Choco-Pops Bundle



www.popcorn-passion.com

THANK YOU