

# Indiana Popcorn Fest Loses Orville Redenbacher Sponsorship

The Times ,Munster, Indiana

VALPARAISO, Ind. (AP) — Orville Redenbacher popcorn is no longer the title sponsor of an annual festival in the northwestern Indiana city where Redenbacher developed the hybrid popping corn that made him famous.

ChicagoLand Popcorn has become the title sponsor of Valparaiso's 36th Popcorn Festival on Sept. 6 after ConAgra Foods withdrew its Redenbacher sponsorship.

A Valparaiso Events office spokeswoman tells [The Times of Munster](#) [1] that ConAgra is still open to sponsoring other things at the festival.

ChicagoLand will offer about 50 flavors of popcorn at festival tents. It plans to open a popcorn flavor superstore in nearby Hobart in August.

The bow tie- and suspender-wearing Redenbacher became a television icon with commercials playing off his wholesome image. He died in 1995 at age 88.

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<http://www.foodmanufacturing.com/news/2014/07/indiana-popcorn-fest-loses-orville-redenbacher-sponsorship>

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[1] <http://bit.ly/1nLwWJE>