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## Movie Treats Get an Upgrade

Popcorn must now compete with edamame, churros and lobster rolls, while dine-in theaters serve whole meals



1 of 5

Kickers Powdered Fruit Blends are sweeteners that can be sprinkled on popcorn. *KICKERS*

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By **ERICH SCHWARTZEL**

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9 COMMENTS

LAS VEGAS—Moviegoing is most associated with one dietary indulgence: buttery popcorn, served up by a bored teenager filling tub after tub.

Now, some entrepreneurs want to fit the entire food pyramid into the multiplex.

Movie-theater executives say consumers want the healthier options, and theaters are getting ready for a December requirement by the Food and Drug Administration for most of them to list calorie counts.

Not even popcorn is safe from tinkering. Dave Waldman's Kickers Powdered Fruit Blends are sweeteners he said can make even the stalest popcorn taste exotic. "There are really no fruit-based toppings for popcorn out there," said Mr. Waldman, who lives in Charlotte, N.C.

The entrepreneur, a former top competitor in the Mr. America bodybuilding competition, said the chocolate peanut butter banana flavor complements popcorn the best—although there are other uses. He said some clients have told him they sprinkle the apple cinnamon Kickers on their children's broccoli, and he puts maple banana cream in his morning coffee.