



About Popzup Popcorn

Husband-and-wife duo Marty and Julie Lapham founded Popzup Popcorn, the first eco-friendly and chemical-free microwave popcorn popper in 2016, after decades of experience building tasty packaged food brands.

In 1995, the two founded Turtledove Pesto Company, a line of pesto sauces with fresh and locally grown ingredients, from their Massachusetts home kitchen before moving to a production facility. After years of success on the shelves of more than 1,500 stores, the founders decided to close the business after having issues finding large quantities of fresh ingredients, like basil and other herbs.

Julie went on to develop innovative at-home food products for several food companies such as PaneBelle's organic frozen pizza dough, and became the manager of the Seacoast Growers Association (the U.S. oldest farmers market nonprofit) for the Portsmouth and Exeter, New Hampshire farmers markets. Meanwhile, Marty continued his branding and marketing for companies throughout the U.S. However, Julie and Marty were always looking for their own next entrepreneurial venture.

Knowing that microwave popcorn at that time was toxic with [PFAS](#), riddled with oils that were manufactured to sit for years without going bad, and left a wasteful carbon footprint, they found their new mission.

After many years of researching the science of microwave popcorn and visiting local family farms to find the perfect kernel, Popzup Popcorn was launched in 2016. Marty and Julie started selling the reusable, recyclable and compostable microwave popcorn boxes with kernels from a fourth-generation family-owned farm at farmers markets. In 2017, they began blending eight different Popzup popcorn seasonings from real ingredients like herbs, maple sugar, and sea salt. They took the top four fan favorite seasoning blends to season fresh popped popcorn, and began selling the bags and seasonings in local retail stores.

In 2022 their son Nolan joined the family business as the Chief Operating Officer, to expand Popzup Popcorn production capabilities. Today, Popzup can be found on Amazon, Etsy and at over 2,000+ specialty retailers and growing, throughout the U.S.