

Speaker 1 ([00:00](#)):

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Justin Prochnow ([00:15](#)):

Hello and welcome to Legal Food Talk. I'm your host, Justin Prochnow, a shareholder in the Denver office of the international law firm, Greenberg Traurig, and this is a podcast brought to you by our food, beverage, and agribusiness practice to give you some insights and knowledge about the world of food, beverage and agribusiness.

([00:54](#)):

Today I'm excited to have a special guest, a local Denver person, someone who I work with both professionally, and do some volunteer work together, like to welcome Darrin Foster.

Darrin Foster ([01:07](#)):

Thank you. Thanks for having me. Well,

Justin Prochnow ([01:08](#)):

I'm really glad you got to join us today. As I said, we've worked together on some things, and we've also done some volunteer work together with Junior Achievement, both on the board of Junior Achievement, doing lots of things. And I was doing a class at one of the local high schools, happened to be my alma mater, Thomas Jefferson, and doing a session on being an entrepreneur, and you were kind enough to come out for the day, bring a bunch of popcorn for the kids, and talking. And so, buried the lead, but obviously you're the founder of a great local popcorn company here in town. So tell us a little bit about Oogie's.

Darrin Foster ([01:45](#)):

Yeah, Oogie's, we started almost 19 years ago now is when we started mixing up flavors and desktop, or stove top and testing it out with our friends locally, and seeing if there was any traction there. The concept originally was there's Boulder chips and Terra chips that were having a big push, and I think Boulder chips had just sold or was about to sell at that time. And they had done cool upscale flavors, more gourmet flavors in upscale packaging, and same with Terra chips, and nobody was doing that with popcorn. You could go get cracker jacks, and you could get the local farmer, whatever, caramel corn, but it was more of a novelty than anything upscale. And we looked at that and said, "Well, popcorn's a naturally healthier base product than a potato chip that's fried, so why not participate in the better for you movement, better for you snack movement, and create some cool interesting flavors and apply that to popcorn, and put it in some cool upscale packaging?" And that was the genesis of Oogie's.

Justin Prochnow ([03:01](#)):

Why popcorn, do you have a background in corn? I mean, you're from Iowa, so-

Darrin Foster ([03:06](#)):

Exactly. I'm from Iowa, so I understood corn in general, but it took a lot of research actually. There's so many different varieties of popcorn, and to get the correct variety of corn that pops just right so it's

tender in the mouth when you bite on it, and it's not a super hard crunch, but it's still crunchy enough that you get a little bit of a crunch, but not so hard that it's just a little shell, and yet still have enough nooks and crannies to actually carry the good flavor. But the original thought process behind popcorn was, it's a naturally healthier base product than a potato chip, or some other type of tortilla chip, or something like that, just because the whole grain, and we make it essentially your grandma used to on the stove top only just in large scale machines. So it's the same process and very minimal processing.

Justin Prochnow ([04:07](#)):

It's funny to think now about some of... Everyone probably dating themselves depending on what they remember about popcorn. I remember the stove top one, you would shake it. The Orville Redenbacher, whatever, the stove top one where you put it on there and shake it around until it popped up. I guess that was-

Darrin Foster ([04:25](#)):

Or until you caught it on fire and-

Justin Prochnow ([04:27](#)):

Right, before everyone had a microwave in every place, and doing it. And it's funny to think where things have changed since then.

Darrin Foster ([04:36](#)):

Yeah, definitely.

Justin Prochnow ([04:39](#)):

Did you always know you wanted to get into the food business?

Darrin Foster ([04:42](#)):

No, I was actually running another startup that I had at the time in an entirely different field, and a buddy of mine came to me and said, "Hey, I've got this idea, what do you think about investing?" And so we kicked it around a little bit, and I put some money in, and sure enough, a couple months later he needed some more money, so he came back. And eventually we got enough traction, enough concept out there to develop and were going to go to market that it took more and more of my time, and we just took off from there.

Justin Prochnow ([05:23](#)):

Did you have previous names of the company before you came up with Oogie's? Was Oogie's always the company name?

Darrin Foster ([05:29](#)):

No, actually not. We had another version before, and we wound up figuring out that was not one we could go with.

Justin Prochnow ([05:39](#)):

I see.

Darrin Foster ([05:40](#)):

As an attorney, I think you can probably figure out that.

Justin Prochnow ([05:43](#)):

Got it. Let's talk about Oogie's. Obviously front and center on the bag is this gentleman with a healthy beard and sunglasses. Is there a real Oogie?

Darrin Foster ([05:57](#)):

There was a real Oogie, yes. We had five original founding partners, and Oogie was a roommate of three of them, so they had a quad set up in their college dorm. And so he was a roommate with a couple of guys, and he was diagnosed with a rare brain tumor in college. And so he knew that his time was limited, and was just this fun-loving, outgoing guy, and was just a great person to be around. So when the opportunity came up, it's like, "Well, this is kind of cool to name it after somebody that lived how we want the brand to be, outgoing, and fun, and just the life of the party."

Justin Prochnow ([06:44](#)):

Do you get that question a lot?

Darrin Foster ([06:45](#)):

Yeah. Anytime anybody sees the packaging.

Justin Prochnow ([06:47](#)):

They're like, "Can I meet Oogie?"

Darrin Foster ([06:49](#)):

Exactly. And unfortunately Oogie's no longer with us, but it was great to be able to... On the original packaging, he wasn't featured. It's a sensitive subject, we finally tracked down the family and started talking about, "Hey, we would like to honor Oogie in this way," and got the clearance for it. And so the image on the bag is an artist rendering of what we kind of imagined Oogie would look like today. And we think that that's pretty close.

Justin Prochnow ([07:20](#)):

That's amazing. So you never met Oogie.

Darrin Foster ([07:22](#)):

I did not meet Oogie personally, no.

Justin Prochnow ([07:24](#)):

When you get started, did you start off farmer's market, that type of thing, or did you go right immediately into retail and selling that way, or some of both?

Darrin Foster ([07:38](#)):

A little bit of both. So the initial opportunity we had to go to market and really test out flavors, and this was under the prior brand name that we were testing out flavors, and we got an opportunity to go in

with a company that manages convenience stores in office suites, the little convenience stores inside office buildings or-

Justin Prochnow ([08:05](#)):

Like a Russell's or those things.

Darrin Foster ([08:08](#)):

Something like that. And they had facilities in multiple different types of work environments, from a building like this, where it's white collar, predominantly, the convenience store at the bottom, the first level or whatever, to more blue collar, military, those types of places where there was just a different variety of people that might be coming through. And so we got an opportunity to test our flavors in front of a pretty broad demographic. Again, it was all Colorado, so it was Coloradans. It wasn't like we were getting people from downtown, the boroughs of New York to LA or whatever, but we got a good cross section of the public to be able to get feedback on our flavors. And we were actually selling the product, so we were making a little bit of money, but I still was working my other business during the day. And then we'd go make popcorn, and bag it up, and get stuff ready for my partner to go out and sell the next day, and run the demos and that kind of stuff.

Justin Prochnow ([09:13](#)):

So you used that as your consumer studies and focus groups, just out there seeing which ones that were still left at the end of the day and which ones people wanted more of.

Darrin Foster ([09:28](#)):

Yeah, and it was interesting, there were some of the facilities, we'd have a top seller and that wouldn't sell much at all on the other one. But we'd got the Venn diagram of what were the biggest sellers in each of the locations, and that's what we went with. We'd originally test out flavor ideas on our friends and family, of course, like everybody does, but this was really, what are people actually going to part money for, and then come back and buy again? So it was great in that scenario to really get that market feedback.

Justin Prochnow ([10:02](#)):

So how many flavors do you guys currently have right now?

Darrin Foster ([10:06](#)):

We have six currently on the market right now. We've developed 18 flavors that we've had at various times over the course of the years, and we have a few that are still on the shelf that we could roll out if we wanted to.

Justin Prochnow ([10:23](#)):

Are there a couple that have remained the same, I mean your constants the whole time out of those?

Darrin Foster ([10:28](#)):

The white cheddar and the smoked Gouda have been there since day one.

Justin Prochnow ([10:32](#)):

Oh really?

Darrin Foster ([10:32](#)):

Yeah.

Justin Prochnow ([10:34](#)):

And do they all have some flavor? Do you have a plane also, or do you just do-

Darrin Foster ([10:39](#)):

We are just now launching later probably... Well, I guess we're late March, so it'll be next quarter.

Justin Prochnow ([10:49](#)):

Unless it's in the next eight days, right?

Darrin Foster ([10:51](#)):

Yeah, we'll launch lightly salted, which is about as plain as you can get. And we've been asked for that for years, and just finally got around to doing it. We've hung our hats on having the gourmet flavors, but we just see the demand request for that, so we're going to roll it out.

Justin Prochnow ([11:14](#)):

Do you do any private label for other-

Darrin Foster ([11:19](#)):

We do. Yeah.

Justin Prochnow ([11:22](#)):

And do you do a specialty, a one-off thing for someone's birthday party, or wedding, or something like that?

Darrin Foster ([11:31](#)):

Well, typically, most weddings aren't big enough scale in order to fire up the line for that. But we do seasonal runs occasionally where we'll do a caramel corn or caramel cheddar, that type of stuff, for the holidays, or a special flavor for Halloween or something like that.

Justin Prochnow ([11:51](#)):

Like a pumpkin spice or something?

Darrin Foster ([11:52](#)):

We haven't done that particular one, but we would consider it.

Justin Prochnow ([11:55](#)):

Are you always looking for new flavors, or are you feeling like, "Oh, we're pretty good with our six right now"? You said you've had various over the years, what are the reasons why you would switch flavors?

Darrin Foster ([12:09](#)):

Great question. I think that we're always looking for the flavors that will really connect with our fan base, and hopefully create new fans as well. Typically, the decision point is, what's it sell? Can we produce it a volume that we can justify ordering the supplies for, that we can justify running the line time, all those kind of things. And we're willing to invest on trying something that we think is worthwhile, because, like I said, we'll R&D flavors, and test stuff out, and come up with ideas that we think are pretty cool, and then we start sketching out, what's it going to take to actually put this to market? And we'll invest in that, but after a certain period of time, if we don't recoup, see some traction there, we're like, "Okay, let's let this one run at cycle," and we'll come up with something different.

Justin Prochnow ([13:10](#)):

You have obviously distinctive packaging now. I love it because when you go into King Soopers, Kroger's here in Colorado, especially, I like at the King Soopers that they have the Colorado section. The one over on by my house Leetsdale in Glendale, which is one of the bigger ones, it's got the alcohol [inaudible 00:13:35] in the back, but they've got a pretty prominent Colorado section. And you can see it right away because you've got the metallic red, the metallic purple, I think there's a greenish one, a yellow one, a blue one, one other one, maybe orange.

Darrin Foster ([13:51](#)):

We have different colors for each of the flavors.

Justin Prochnow ([13:53](#)):

How long have you had that packaging in place?

Darrin Foster ([13:57](#)):

Wow, I forget when we rolled out the metallic, I think it was four years ago. With Covid blowing my timelines up, it might be five, but somewhere in there we've had it for four or five-

Justin Prochnow ([14:10](#)):

It's a pretty distinctive change. I would imagine you've gotten a lot of comments on that and what a difference-

Darrin Foster ([14:17](#)):

Yeah, we really have, and it was a bit of a gamble. So we were going through the process of doing a packaging refresh, and just had our design team pull together four or five different concepts, and this particular concept was the last one that they came to. And all of them, all the other ones were slight variations off what our previous packaging looked like and/or slight variations off of what was on trend in the aisles at the time. And we came to this one and it stood out just completely differently from the other options that we had to choose from, and it was a little shocking at first like, "I don't know if we can go there." But the more we looked at it, the more we were like, "Let's just go for it. This is our brand, we're going to put it out there and see what it looks like." And I think it does jump off the shelf.

Justin Prochnow ([15:16](#)):

For sure.

Darrin Foster ([15:16](#)):

You can definitely see it as you're coming down the aisle. That's what we were looking for, to be able to recognize that difference as you're walking down the aisle, and your eye gravitates towards that shinier metallic packaging.

Justin Prochnow ([15:28](#)):

I suppose that that'll be the biggest problem with changing flavors is you've got to come up with new metallic colors.

Darrin Foster ([15:36](#)):

Exactly. Over the course of the years, we've kind of run through the-

Justin Prochnow ([15:39](#)):

The rainbow.

Darrin Foster ([15:39](#)):

... the basic spectrum, so we're getting to a little more esoteric-

Justin Prochnow ([15:43](#)):

The indigo and the silver. So you mentioned Covid, always an interesting topic, and we've talked with, podcast over the last year, different companies after Covid, and I talk with a lot of people, and of course not even going into the health things, but from a business standpoint, not a great time to be a movie theater or a restaurant. But for a lot of companies in the food and beverage industry, maybe the best years they've ever had before. How was Covid for you in terms of sales and things?

Darrin Foster ([16:25](#)):

Covid was interesting for us. We gained a lot of online direct consumer orders. That part of our business certainly picked up. We do a fair bit of business with partners that are consumer-facing, where it's a drive-through type business, literally a drive-through business, and that part where the consumers were forced to go only through the drive-through instead of into the store, our product wasn't the first of mind as they're going through the drive-through. Whereas, when they're standing in line inside the store, it's easy to grab as you're going to the checkout counter. So our sales on that side of the business were impacted pretty significantly during that time.

([17:18](#)):

But this wasn't our first rodeo, because we got started, and we were growing out, doing the typical food business thing, raising capital and going to BCs and all that kind of stuff in 2007. So as we were building momentum, we hit that 2008, 2009 financial crisis, all the money went away, and we had to scramble and figure things out. So we've cut our teeth as we were initially starting out in a pretty dicey environment. So we just stayed calm and worked our way through that particular crisis that was Covid, and now we're seeing all of those numbers from the drive-through type convenience store business really bounce back, and we're back to where we were before, if not better.

Justin Prochnow ([18:08](#)):

Anything that changed, that you implemented during Covid that you decided, "Well, I guess we'll keep that"?

Darrin Foster ([18:16](#)):

Yeah, I think reaching directly to the consumers, and shipping directly from our warehouse to consumers, and direct orders, website orders, we saw that there was potential there and we've, "Hey, let's put a little more focus on that. Let's keep that in the stable of things that we do."

Justin Prochnow ([18:35](#)):

I've noticed that a lot more from companies, whether it's with, again, King Soopers or Whole Foods, where you can just set it to deliver every two weeks, once a month, and I found myself ordering things more that way. If I like it, why do I have to keep going to the grocery store to pick it up? I might as well just have them deliver it to my house.

Darrin Foster ([18:55](#)):

That's it. I think that is probably, not just for Oogie's as a brand, but for the food business in general, one of the biggest takeaways from that Covid period, consumers got more accustomed to ordering food delivered. Everybody knew you can order a pizza, that type of stuff, but actual groceries that you would typically go to the store for, that was still that last mile of thing that most people weren't accustomed to.

Justin Prochnow ([19:27](#)):

That's weird to someone drop it off at my house in the mornings.

Darrin Foster ([19:30](#)):

But when you have six months to 18 months, depending on where you live, of a period where that's the way you had to do it, for a lot of folks, it's like, "Hey, that actually works."

Justin Prochnow ([19:42](#)):

Right, even ordering... We've done it at night, where we're like, "Oh, we forgot to go get milk," and you order it. The next morning, it's at, your doorstep. It's like, "Wow, that's pretty great."

Darrin Foster ([19:53](#)):

Yeah. And so I think that's one lesson that the consumer learned, "Hey, you can order directly from the brands that you love, and not necessarily have to wander through the store and find it." And getting it delivered is not a foreign concept anymore for typical grocery items.

Justin Prochnow ([20:13](#)):

Interesting. So, obviously you've learned a lot as you've been working on things. If 2023 Darrin could go back and talk to 2005, 2004 Darrin and say, "Hey, this is something you should know before you get started," what would one of those things be?

Darrin Foster ([20:35](#)):

That we should raise a lot more capital than we did. This is a capital intensive business, if you're going to go to market through distribution. I think that 2023 Darrin would tell 2004 Darrin to build the business where it can support itself locally and regionally, as direct to the consumer, or minimal path to consumer as possible, versus through distribution, is going to be cheaper obviously as you build that brand and build that ground swell support, then go build the distribution route, rather than try get a retailer, then distribution, and then you've got to figure out how to find the customer.

Justin Prochnow ([21:31](#)):

That makes sense. We just got back from [inaudible 00:21:35] West, our panel was staying afloat during turbulent times, and on our panel was a banker, a M&A attorney from our Boston office, Bill Donovan, and two companies that have been recently raising more capital because that always seems like the name of the game. If you want to expand, you're going to have to raise more capital at some time. They are very few people who are relying on the hundred million dollars that they made through things, and they're now putting the... You get a few of those people who had a good exit from another company, and even them, they probably are still raising capital as opposed to spending their full nest egg on it.

Darrin Foster ([22:22](#)):

I would imagine. They have the name themselves that they could go out and raise capital off of. But I think we've done a pretty good job. Since we're friends and family funded, it's all just us local people, we've done a good job of navigating through and being profitable. And that's not typical in the food business for a lot of folks.

Justin Prochnow ([22:52](#)):

I have a few investments that I can-

Darrin Foster ([22:55](#)):

You can attest to?

Justin Prochnow ([22:56](#)):

I can attest to in this case.

Darrin Foster ([22:59](#)):

And that means over the years we've had to say no to some deals that, if we had raised the capital to spend on those things where we weren't managing our own funds essentially, that we could go out and push to break into that market with those venture funds or whatever. We could have potentially grown faster than we have. And so that's the trade-off. You can either grow slow and profitably, or you can go fast and spend a lot of money doing it.

Justin Prochnow ([23:39](#)):

Sounds like you still really like it. Is it something you want to do forever?

Darrin Foster ([23:44](#)):

Well, I didn't think I'd be doing it after 19 years, so I'm not sure what the next five years holds, but we'll see. It's a good business, and it's a nice... I really enjoy walking into a store and being able to see it on the shelf and say, "Hey, we created that."

Justin Prochnow ([24:01](#)):

Well, I can imagine that because I have just a small piece of, you saw in my office, 500 different products, and I enjoy walking in the store and just saying, "Oh, I helped with the nutrition facts on the back of that." I can't imagine actually creating that and having it, your product, I'm sure it's like watching your child play sports or something like that, and being able to walk in and see it, be like, "Yeah, we put that there."

Darrin Foster ([24:30](#)):

That never gets old, quite frankly. And that's the fun part of it that keeps coming back. And I think if the average consumer walking down any aisle in the grocery store understood what it took to get a product from concept, to scale, to packaging, to compliance, all the way through the distribution channel, onto that store shelf, and then still having to fight amongst the other packaging and other products that are on that shelf to stand out to make that sale, they would really appreciate what's in that store, and what it really takes, and just the overall I guess guts and grind that it takes to get their food delivered to them.

Justin Prochnow ([25:18](#)):

How much do you guys focus on marketing and advertising? Do you focus on social media these days?

Darrin Foster ([25:27](#)):

Yeah, that's more of where we spend for our direct to consumer business. It's more social media related. We still have some marketing budget set up for trade shows, typically more directly marketing to the buyers for stores than just having a booth.

Justin Prochnow ([25:47](#)):

Like the salty sweets and snack shows?

Darrin Foster ([25:50](#)):

Yeah, things that are more specific and more tailored so that we know that the folks that we're talking to are interested in our-

Justin Prochnow ([25:58](#)):

As opposed to just getting free samples.

Darrin Foster ([25:59](#)):

Yeah, exactly. Instead of trying to feed 10,000 people on a weekend.

Justin Prochnow ([26:04](#)):

Have you ever been, I'm curious, approached for product placement in a movie, or a TV show, or something like that?

Darrin Foster ([26:12](#)):

Yeah, we've had a few of those opportunities, and my partner's wife is actually in the film industry, so we've had a couple things in the background at different times, and we've been in the green room on

the Ellen show for years. And so it was fun to have to see, occasionally a guest would bring it out onto the stage, and we'd get to see that. So it's kind of fun.

Justin Prochnow ([26:40](#)):

Oogie looks a little like Zach Galifianakis.

Darrin Foster ([26:43](#)):

Exactly.

Justin Prochnow ([26:44](#)):

[inaudible 00:26:44] could have that on that show he did, Between Two Ferns, where he's sitting there eating the Oogie's popcorn. That seems like good product placement right there.

([26:56](#)):

I like to ask this, what's one of the things that, during the course of putting this business together, just was a lot harder than you thought it would ever be?

Darrin Foster ([27:09](#)):

I think two things. One is allocating the capital, getting the resources in order to fund at the right time, cash flow management is critical in this type of business because you're buying packaging, you're buying seasoning, you're buying corn, raw materials. We commit to our corn growers a year in advance, because obviously they're trying to figure out how much to plant, and not just for us, but in general. So you're making commitments on those types of items and then you got to bring it all together, and produce it, and ship it, and then it might be another 60, 90, 180 days before you get paid on all that. So managing the cash flow is certainly a challenge. And then just finding the right relationships with our vendors and partners. We've been very fortunate in our seasonings and packaging that we've had good long-term relationships with, and just our partners on putting all the pieces together. That's been a challenge over the years, but we've got good folks now.

Justin Prochnow ([28:19](#)):

Has there been a flavor that you thought, "This is a can't miss flavor, we are going to kill it with this," and then once you did your research and everything else, it's like, "No one wants this one"?

Darrin Foster ([28:34](#)):

My favorite personal favorite flavor that we've ever done is a asiago and cracked pepper, and it's fantastic. We had lots of fans for that, just not enough fans to make the cut as we reassessed our portfolio. So that's one that I thought, "Boy, this one's going to take off and really do well." And we actually had a private label partner that did a variation off of that, and we thought, "Okay, this is no-brainer then, it's going to be a forever product, one of the staples." And it didn't wind up fitting in their particular portfolio longterm either. So we rotated that one out, but that's my all-time favorite. I thought, "This is our home run," but it didn't quite work out that way.

Justin Prochnow ([29:21](#)):

Did you save some? Do you still have some left?

Darrin Foster ([29:24](#)):

Well, it wouldn't be very good. We'd have to order some new seasoning and make another batch.

Justin Prochnow ([29:29](#)):

Fair enough. We're here in Colorado, I'm sure you've at least thought about it, maybe not for very long, did you come close to doing a hemp CBD version of Oogie's?

Darrin Foster ([29:41](#)):

We were approached a lot for those types of opportunities.

Justin Prochnow ([29:47](#)):

It seems like, of course, for those of us out here who know hemp and CBD isn't necessarily associated with the munchies that you might get from other things, but something like you could just cut out the middleman, you have that and then you have the popcorn together, you're good to go.

Darrin Foster ([30:03](#)):

So we were approached early on in the 2014, was that when-

Justin Prochnow ([30:10](#)):

'18. It's only been like the last five years when the farm bill, was the 2018 farm bill-

Darrin Foster ([30:16](#)):

But it was legal in Colorado before that, like '12 or '13.

Justin Prochnow ([30:19](#)):

Yeah, that's true. That fair.

Darrin Foster ([30:21](#)):

Somewhere in that ballpark. And so we were approached a lot during that time period, and then a run up to 2018 as well. And it's just something that didn't... There's a different level of compliance on the line in all those types of things that really complicates that, the production side of it. And so it's just something we haven't really pursued. It's an interesting concept, and obviously we would be happy to sell our current product in a store that generates the munchies.

Justin Prochnow ([30:48](#)):

That's right.

Darrin Foster ([30:49](#)):

But to combine those two pose operational headaches that we just couldn't figure out a way to get around in a way that... "Okay, how is this going to scale in a way that makes this worthwhile?" And we just couldn't quite get the numbers to work on that yet. Who knows?

Justin Prochnow ([31:15](#)):

It seems like it's tailed off. Of course, with any of these types of things with when the farm bill came out, everyone decided that they were going to have it in your crackers, or it was a little bit like caffeine 10 years ago, where you had Cracker Jacks with caffeine, they were called Cracker Jacked, I think. There was Wired Waffles, and then the syrup also had caffeine. And at some point, you don't need caffeine in absolutely everything that you eat.

Darrin Foster ([31:46](#)):

Correct.

Justin Prochnow ([31:46](#)):

And I think hemp is the same thing. The hemp and CBD where there was CBD kombucha, and CBD, and now you've seen it recede back to, you've got companies who are squarely in the CBD space, they're selling tincture, they're selling gummies, but you don't see as much of the regular food with the CBD for the very reason you're talking about. One is still in most stores, most major retailers, the Kroger's or Target, they're not going to take a product with CBD hemp, Sprouts is one, and some of the others, but the main ones still. And so until that happens, more of the mainstream type of company are just like, "We're not going to expend our resources to something that we can only sell in a few stores here."

Darrin Foster ([32:33](#)):

And that was the biggest challenge in trying to make the numbers work, figuring out, what's the footprint that we can actually sell this thing in? And even though people are coming to us, wanting us to make it for them, and they were putting up some the money, it's like, "Okay, well how broad of a footprint, how much can we actually run this line that is going to have to operate under different rules for your product in order to make this pay?" I just don't know where that's going to go. And it's played out how I thought it might. It was like, "Okay, until at Kroger's..." Until there's a nationwide distribution channel for it, I think it makes it challenging, not impossible, but challenging. To the other point, how big is that customer base that wants the CBD, hemp, whatever, in their popcorn? The folks that need it want it for medical reasons, for whatever, they're probably going to go to a different type of deliveries device than a piece than popcorn. So it has a novelty effect right from-

Justin Prochnow ([33:44](#)):

Because also, at most, it's a sprinkling on there, it's like-

Darrin Foster ([33:48](#)):

Yeah, it would be really difficult to get a dosage that would do anything by the time you get it on popcorn to deliver it.

Justin Prochnow ([33:59](#)):

Well, as we wind down here, wanted to close, is there any advice, again, we both do a lot with Junior Achievement business to budding entrepreneurs, but any advice for budding entrepreneurs on starting a business, whether it's popcorn or anything else? First off, I know you talked about building capital, but anything else you would say to people as they're looking at trying to jump into something?

Darrin Foster ([34:28](#)):

Yeah, I think the main thing is just figure out what your costs are, how you can make profit from day one, on that first bag, or a first product, first service that you sell. If your cost structure's right to earn actual money, and people are willing to pay for that service or that good at that price, and you can make a profit, then you have room to scale if you decide you want to grow it down the line. If you're working at it, and it's like, "Okay, well this is really thin. My margin on this is really thin, but if I do a million of these, then I can make a living," that's a tough place to start from.

Justin Prochnow ([35:13](#)):

Fair enough. Where can we get Oogie's now?

Darrin Foster ([35:16](#)):

You can get it certainly on the line directly from the website, oogiesnacks.com. You can get it at Amazon, you can get it at King Soopers, Sprouts, Vitamin Cottage, some of the Natural Grocers around town.

Justin Prochnow ([35:32](#)):

And is it just Colorado or is it-

Darrin Foster ([35:36](#)):

No, we sell actually all over North America. It's just more specialty stores, and gift shops, and that kind of stuff across the country.

Justin Prochnow ([35:45](#)):

Darrin, great to have you. Thanks for joining us today. Hopefully everyone enjoyed the podcast. If you did, please like it on your platform. If you didn't, feel free to remain silent. Thanks again, Darrin.

Darrin Foster ([36:00](#)):

Thanks for having me.