Listen to the story and fill in the blanks with the correct word.

What’s the first thing you _______ inside a movie theater? The smell of popcorn. Popcorn and movies are a _______ match, but it wasn’t _______ that way.

The history of popcorn and movies begins in the 1930s in America.

The world was in a ___________. Finding work was hard and most people didn’t have much money for entertainment.

A few people saw an ____________. They parked a popcorn machine in ________ of a movie theater. A bag of fresh popcorn was a _______ snack and people loved to eat it while watching a movie. At that time, movie theaters didn’t sell ________ or drinks like they do today.

Popcorn was a hit. Some popcorn sellers were making more money than movie theater ________.

After watching popcorn sellers achieve remarkable ________ with little investment, movie theater owners copied the idea. Within a few years, popcorn machines and snack counters were ________ in theaters. Popcorn was an obvious choice. It was cheap to make and didn’t ________ expensive equipment.

During World War II, the link between popcorn and movies grew _________. Sweet snacks were hard to find because of a _____ shortage. Theaters sold salty popcorn instead. From that time forward, people ________ to associate popcorn with movies.

Why is popcorn so expensive? Blame the movie ___________. Most of your ticket money goes to the movie companies. Theater owners keep ______________ 30% of ticket revenue. That’s not enough to ________ for air conditioning, rent, sound systems and other costs. So, theater owners need other ways to generate ________, like selling really expensive popcorn. ________ of snacks and drinks account for 50 to 70% of the ________ theater’s profit.

Popcorn is a substantial component of the movie business. As one theater owner said, “I’m not in the movie business. I’m in the popcorn business.”