

Popcorn

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." □