

From Farmers Markets to Meijer Shelves: Mr. G's Kettle Corn Pops and Grows

In 2012, Greg Reece was driving a truck by day and popping kettle corn on the side to bring in a little extra cash. Once a week, he hauled his homemade recipe to a local farmers' market, expecting a modest boost to his paycheck, not the start of a brand.

But Mr. G's Kettle Corn didn't stay a once-a-week side hustle for long.

"It just kept selling and selling every week," Greg said.

As demand climbed, he added more farmers' markets, festivals and community events. Greg said yes to every opportunity he could manage, building the business one pop-up at a time.

"We were popping popcorn out of my driveway," he said. "That's how I got into retail."

The growth eventually prompted Greg to trade his trucking route for the business full-time. Today, he produces thousands of pounds of popcorn each month in Louisville, Kentucky, supplying events, venues and stores across the region. Mr. G's Kettle Corn is also served in stadiums at the University of Kentucky and Western Kentucky University.

Greg also keeps his supply chain close to home, sourcing popcorn from Kentucky and partnering with local suppliers for the bags and boxes used in production. That commitment helps Mr. G's stand out, especially for customers who want their purchase to support the community behind the product.

"When you buy a bag, you're not just supporting me," Greg said. "You're supporting other businesses right here in Kentucky, too."

That local roots story helped open the next opportunity: Meijer. Greg reached a milestone when he began working with the retailer through its local supplier program. It started when a Kentucky Meijer store director in his community took interest and it grew from there into a wider footprint.

Today, Mr. G's Kettle Corn is stocked in Meijer stores across Kentucky, southern Indiana and southern Ohio, with flavors including sweet-and-salty kettle corn, caramel corn and movie theater popcorn. The partnership has also increased demand, pushing Greg to think bigger about what comes next.

"The volume alone at Meijer has enabled me to start looking for more equipment," he said.

Greg said he also values the communication and support that come with the partnership, including regular updates and opportunities to connect with other local vendors.

Additional assets available online:  [Photos](#) (2)

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