Sonoco Helps Revolutionize Cookie Marketing With Introduction of Pepperidge Farm(R) Whims(TM) Cookies

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HARTSVILLE, S.C., Aug. 22 /PRNewswire-FirstCall/ -- "With a focus on innovation and a desire to meet the ever-changing demands of consumers on the go, Pepperidge Farm, Incorporated, has revolutionized the way cookies are packaged and marketed with the introduction of Whims cookies, a new product line that features a unique Sonoco SonoWrap(TM) package design that is convenient, eye-catching and fun," said Rodger Fuller, division vice president and general manager of Sonoco's Rigid Paper and Plastic Packaging - North America/Sonoco Phoenix.

(Logo: http://www.newscom.com/cgi-bin/prnh/19991006/SNCLOGO)

Pepperidge Farm, a leading provider of premium-quality fresh bakery products, cookies, crackers and frozen foods, selected Sonoco's 90 x 30 SonoWrap pack for the national product launch of its Whims line. New Whims(TM) cookies come in two different product forms, Crispy Waves(TM) snacks, which are crispy-thin snacks, and Crunchy Clusters(TM) treats, combinations of favorite cookie ingredients all rolled up into bite-sized poppable clusters. Each package holds 5.3 ounces of Waves snacks and 5.6 ounces of Clusters treats.

"When developing Whims cookies, we set out to provide a bit of delicious spontaneity for busy consumers," said Carol Degener, director of innovation at Pepperidge Farm. "The revolutionary packaging design developed by Sonoco -- a new technology to the cookie market -- allows Whims to meet the fast-paced lifestyle of our customers and adds tremendous impact on the retail shelf in terms of marketing and merchandising."

The new Whims cookie packages are designed for consumers' active lifestyles. Each package fits in most car cup holders and allows for easy opening and re-closing of the product. The Whims cookie canister features a membrane and overcap, resulting in a longer product shelf life. The SonoWrap pack used for Whims cookies also features a reverse, seven-color high-gloss graphic print, offering Pepperidge Farm better utilization of shelf space and allowing the product to be displayed either right-side up or upside down.

"We're pleased to have played a major role in the national launch of Pepperidge Farm Whims," said Tim Hoover, senior account representative at Sonoco. "Consumers are more selective about the products they choose, and the unique SonoWrap pack used for Whims helps differentiate the product from its competitors by offering distinctive features that are new to the cookie market and meet consumes' needs."

For the national launch of Whims cookies, Sonoco helped Pepperidge Farm develop a unique package by providing sales, filling and sealing, specification and graphics support and testing. The packaging technology, which is new to the cookie market, showcases a new format for Pepperidge Farm, giving the company an alternative package to its traditional bag.

About Sonoco

Sonoco, founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in some 85 nations. For more information on the Company, visit www.sonoco.com.

About Pepperidge Farm, Inc.

Pepperidge Farm, Incorporated, based in Norwalk, Connecticut, is a leading provider of premium quality fresh bakery products, cookies, crackers, and frozen foods. Among the company's most popular products are Chocolate Chunk and Milano(R) cookies, Goldfish(R) crackers and more than 50 varieties of fresh baked breads including Swirl, Pepperidge Farm Farmhouse(R) and Natural Whole Grain breads.

Pepperidge Farm was founded in Connecticut in 1937 by Margaret Rudkin, an entrepreneurial homemaker who began baking fresh, all-natural bread for her allergy-afflicted son. The company is now a nationwide business with eight manufacturing facilities, almost 5,000 employees, 3,000 independent distributorships, and just over $1 billion in sales. Pepperidge Farm was acquired by Campbell Soup Company in 1961.

SOURCE Sonoco
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