



## **Something To Bark About: Three Dog Bakery Chooses Sonoco's Sonotort(TM) Retort Pouch for Its Gourmet Food for Dogs**

October 30, 2006

CHICAGO, Oct. 30 /PRNewswire-FirstCall/ -- Pack Expo 2006 -- Gourmet food is going to the dogs and Three Dog Bakery, a company known for its healthful diet options for dogs, has chosen Sonoco's Sonotort(TM) retort pouches for Entree for Dogs(R), a line of premium shelf-stable wet dog food made from 100 percent human quality ingredients.

Three Dog Bakery's Entree for Dogs line includes four SKUs: chicken, carrots, green beans and rice; chicken, carrots, potatoes and rice; chicken, broccoli, carrots and rice; and smoked chicken flavor, carrots, green beans and rice. The Kansas City, Mo., company uses no sugar, animal fats, by products, or artificial preservatives in its pet food. Its Entree for Dogs food is currently available at Wal-Mart stores throughout the United States and can be ordered on-line at [www.threedog.com](http://www.threedog.com).

Sonoco supplies printed roll stock to Floeter, an industry leading retort pouch converter in Chicago, with which to manufacture pouches. At 12 ounces (340 grams), the Three Dog Bakery package is the largest Sonotort standup retort pouch currently produced, and each pouch contains more than twice the amount of wet dog food in a standard pouch (5.3 ounces each). To accommodate the additional weight and ensure the integrity of the package throughout retail and direct mail distribution, Sonoco used a four-ply foil structure with a heavy-gauge sealant.

The pouches are rotogravure printed in eight colors, making the roasted chicken, vegetables and rice look good enough to eat, an important attribute on the crowded pet food aisle. Sonoco's vertical integration with cylinder engraver Keating enables Three Dog Bakery to make graphics changes in days rather than the weeks it would take an offshore supplier, an important consideration should the company add new SKUs, new ingredients or offer a major retailer custom graphics.

For more information about Three Dog Bakery and its products, visit [www.threedog.com](http://www.threedog.com).

### About Sonoco

Sonoco (NYSE: SON), founded in 1899, is a \$3.5 billion 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](http://www.sonoco.com).

### SOURCE Sonoco

NOTE TO EDITORS: You can download a high-resolution version of the photo in this press release, suitable for print media, at

<http://sonoco.mediaroom.com/index.php?s=podcasts>.

/CONTACT: Roger Schrum, +1-843-339-6018, or [roger.schrum@sonoco.com](mailto:roger.schrum@sonoco.com), or Myra Richey, +1-843-383-3333, or [myra.richey@sonoco.com](mailto:myra.richey@sonoco.com), both of Sonoco  
Web site: <http://www.sonoco.com> <http://www.threedog.com> (SON)