Aimia Foods Launches Its New Galaxy(R) Hot Chocolate Bliss Drink Mix in Sonoco Sono-Wrap(R) Pack

October 31, 2006

CHICAGO, Oct. 31 /PRNewswire-FirstCall/ -- Pack Expo 2006 -- Being the first in a new package is bliss for Aimia Foods, which recently introduced Galaxy(R) Hot Chocolate Bliss, a traditional hot chocolate drink, in Sonoco's Sono-Wrap(R) single-wrap paperboard package, Europe's first use of the innovative rectangle-shaped can for hot chocolate.

Sonoco is supplying Aimia Foods with a 103 x 99 x 155mm (400 gram) Sono- Wrap container. The distinctively shaped can is made of a single laminated structure that incorporates paperboard and a liner. The label is printed directly on the paperboard, and the finished structure is die-cut and sealed together. For consumer convenience and to protect product integrity, the can features a tabbed peelable foil membrane heat-sealed to the top of the package. A plastic overcap lets consumers easily reseal the pack after opening.

The package's unique shape and six-color litho printing will help capture consumers' attention, while varnish adds a layer of brilliance for vibrant graphics.

The Sono-Wrap package is hermetic, protecting the delicate flavor of the chocolate and keeping the powdered mix from clumping. Galaxy Hot Chocolate Bliss contains 14 percent real Galaxy(R) Chocolate and to enjoy it, consumers simply add milk.

Galaxy Hot Chocolate Bliss in Sonoco's Sono-Wrap package is available at Tesco and Morrisons throughout the U.K.

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 http://www.sonoco.com.

NOTE TO EDITORS: You can download a high-resolution version of the photo to accompany this press release, suitable for print media, at http://sonoco.mediaroom.com/index.php?s=podcasts.
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