Sonoco's Primary Packaging and Point-of-Purchase Displays Make a Perfect Recipe for Marketing Chef Paul Prudhomme's(R) Magic Seasoning Blends(R)

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HARTSVILLE, S.C., Nov. 1 /PRNewswire-FirstCall/ -- Sonoco has mixed just the right blend of packaging and point-of-purchase display creativity to design a winning marketing combination for Chef Paul Prudhomme's Magic Seasoning Blends.

John McBride, vice president of sales and marketing for Chef Paul's, said that Sonoco's ability to deliver a complete marketing solution for the spices has given the company an edge over competitors.

"We were very happy with Sonoco's integrated packaging solution for our spices, and we knew that we could count on Sonoco for quality and excellent customer service," McBride said. "So it made sense to work with Sonoco to create a point-of-purchase display to distribute to retail locations along with our product."

McBride said he was impressed with Sonoco's ability to apply capabilities related to printing on corrugated materials to create an eye-catching point-of-purchase display promoting its new product. "Shoppers make split second decisions about food purchases at retail," McBride said. "It's critical to grab their attention in order to communicate brand value and points of differentiation."

Chef Paul Prudhomme's Magic Seasoning Blends are sold at locations throughout the United States and 28 additional countries. Each blend is sold in a Sonoco composite can that holds approximately two ounces. Now, stores also receive counter unit displays along with their product shipments. The display units are 18 inches tall and 11 inches wide. Each display folds flat for shipping and expands to become a six-inch deep easel stand.

Sonoco's ability to meet its customer combined needs for innovative packaging and point-of-purchase displays is accomplished through teamwork, said Mike Anderson, Sonoco's senior account manager.

"There's a lot of collaboration needed when multiple Sonoco businesses are involved with a project for one customer," Anderson said. "In this case, a number of Sonoco teams in locations throughout the U.S. were able to combine their capabilities into a viable total customer solution."

Chef Paul Prudhomme's Magic Seasoning Blends are offered in 16 different flavor profiles, anchored by seven original blends: Meat Magic(R), Poultry Magic(R), Blackened Redfish Magic(R), Seafood Magic(R), Blackened Steak Magic(R), Pork & Veal Magic(R) and Vegetable Magic(R).

About Sonoco

Sonoco (NYSE: SON), 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 85 nations. For more information on the Company, visit http://sonoco.com.

About Chef Paul Prudhomme's(R) Magic Seasoning Blends(R)

New Orleans native Paul Prudhomme is one of America's most well known chefs. His signature spice blends were first introduced to the foodservice community in 1983 and are relied on by professional cooks worldwide for their quality, consistency and distinct flavor profiles. Visit www.chefpaul.com for more information.

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CONTACT: Roger Schrum of Sonoco, +1-843-339-6018, or
roger.schrum@sonoco.com /
Web site: http://www.sonoco.com
http://www.chefpaul.com /
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