Premier Foods Packs Its New Angel Delight(R) Custard in a Sonoco Paperboard Can

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CHICAGO, Nov. 2 /PRNewswire-FirstCall/ -- PACK EXPO -- United Kingdom consumers who enjoy the rich, creamy flavors of Premier Foods' popular Bird's Custard brand now have a lighter alternative called Angel Delight(R) custard packed in paperboard cans from Sonoco.

Angel Delight instant custard mix is available in nine flavors: banana, butterscotch, chocolate, lemon, raspberry, strawberry, and three no-sugar added varieties: butterscotch, chocolate and strawberry. The product, targeted primarily to children, is sold at major wholesalers throughout the U. K.

Sonoco is supplying Premier Foods with a 99 x 161.9 (500 gram) paperboard can, constructed of two spirally wound plies of paperboard and a medium- barrier liner to protect the custard mix from oxygen and moisture so it remains clump free.

The Angel Delight can contains enough powdered mix for 24 portions, so ease of opening and recloseability are important. A recessed peelable membrane protects the integrity of the product inside but is easy for consumers to remove. A plastic plug lid lets consumers easily and securely reclose the can between servings.

And to help its new instant dessert catch the eye of consumers, Premier Foods selected high-quality, six-color litho-printed paper labels in colors corresponding to the flavor inside the pack for its cans. The labels also feature Bird's logo, a brand known for its original homemade taste.

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.

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