The Squirrel Brand Company Taps Sonoco for the Ultimate Package

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HARTSVILLE, S.C.--(BUSINESS WIRE)--Aug. 28, 2007--The Squirrel Brand Company bills each of its products as "The Ultimate Nut," and with flavors like Italian Black Truffle Almonds(TM) and Creme Brulee Almonds(TM), it's hard to disagree. Each of its eight kettle-roasted, artisan nut products is as decadent as the next. So when Squirrel Brand made the decision to market its products to upscale hotels, country clubs and businesses, it needed a package to reflect the sophisticated nature of the brand and to protect the nuts' subtle flavors.

Sonoco (NYSE: SON), one of the largest diversified global packaging companies, had a package that was up to the task, delivering an elegant presentation, ensuring the integrity of the product and delivering a pleasurable snacking experience to consumers.

Sonoco is supplying The Squirrel Brand Company with 211 x 313 composite cans for eight SKUs: Meyer Private Reserve Cashews, Fleur de sel Pistachios, Creme Brulee Almonds, Tuscan-Style Almonds, Italian Black Truffle Almonds, Artisan-Peppercorn Blistered Virginia Peanuts, and Town & County Mix. Each can weighs five ounces (142g).

The composite cans are made of two plies of paperboard and a foil liner, spiral wound for strength. The cans feature Sealed-Safe(R) tabbed membrane closures adhered to a metal rim. The edges of the rim are rounded, which allow snackers to reach in for a delectable treat without worrying about sharp edges. A gold polypropylene overcap snaps into place, keeping the product fresh between snacking occasions.

The Squirrel Brand chose elegant, two-color printed paper labels, labeling the cans itself. The company also offers its products to hotels and resorts, country clubs, and businesses for private labeling.

For Brent Meyer, president and CEO of The Squirrel Brand Company, identifying the right packaging partner was as important as finding the right package. "When looking for a new package for our product, there were many manufacturers whose packaging was not up to par," he explains. "Sonoco is the industry standard. We knew when we chose them we were getting a reliable package and packaging supplier."

The Squirrel Brand Company had some unique criteria for its new package. Its customers wanted a smaller size that would fit into gift baskets and hotel room snack bars or serve as a tasteful gift for guests. Says Meyer, "The 211 x 313 size was difficult to find in a steel version. Sonoco had composite cans in the size we wanted and they did a great job conveying a premium product."

In addition to supplying The Squirrel Brand Company with its new packages, Sonoco assisted them with the set up of filling and seaming lines at the company's McKinney, Texas, headquarters. Sonoco also conducted shelf life testing, which validated the package's ability to protect the high quality nut products.

Meyer says an added bonus of the new Sonoco-made package is that it's "green."

"We like the fact that this package is made primarily of recycled paperboard. Environmentally friendly packaging is important to us and to our customers," he says.

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 85 nations. For more information on the Company, visit www.sonoco.com.

About The Squirrel Brand Company

Since 1888, the master roasters of The Squirrel Brand Company of McKinney, Texas, have adhered to the art of kettle-roasting nuts to create truly exceptional artisan nut products, which are then marketed under the Squirrel Brand and made available for private label branding. For more information about the Company, visit www.squirrelbrand.com.

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