Sonoco's Dorpak(R) Container is the Ultimate Promotional Package for Del Monte Pet Products' Meow Mix(R) Cat Food

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HARTSVILLE, S.C.--(BUSINESS WIRE)--April 30, 2008--While Meow Mix(R) cat food has "the taste that cats ask for by name," cat owners are picky, too! Pet food buyers don't want to handle heavy, unwieldy bags, especially when there is a better solution. Retailers also are looking for better solutions. Recognizing this, Del Monte Pet Products turned to Sonoco (NYSE: SON) for its Dorpak(R) containers, stackable, recloseable, environmentally friendly, large format packages that provide superior performance in stores and in the hands of cat owners.

Sonoco supplied Del Monte Pet Products with 7.5" x 4.5" x 12.8" Dorpak containers to hold 3.15 pounds of Meow Mix Seafood Medley dry cat food. The recycled paperboard-based container, used by Del Monte Pet Products as a promotional package, also included four 2.75-ounce cups of Market Select wet cat food and a 4.25-ounce pouch of Ocean Explosion Treats.

A major driver behind Del Monte Pet Products' selection of Sonoco's Dorpak Container was shelf presence. The company needed a strong presentation of the Meow Mix brand for a holiday promotion with Wal-Mart in which the product would be featured in an end-cap display. Sonoco's Dorpak containers, with their stable, upright footprint, broad front panel and six-color offset printing, gave Del Monte Pet Products exactly the presentation it was looking for in a promotional package.

"The billboard effect really stood out among other brands, a plus for our holiday promotion," says Jeriel Chua, associate brand manager for Meow Mix. "Wal-Mart wanted a special package design for end-cap displays. Sonoco's technology allowed us to effectively partner with our retailer to meet their specific needs."

The Dorpak container delivered other important benefits to cat owners. A riveted plastic handle makes the larger package easy to carry. It includes a thermoformed PVC snap-on lid, allowing the package to be securely closed between servings while keeping the food fresh and pests at bay. The container's wide opening makes it easier to pour or scoop pet food. Thanks to the stable, upright footprint, Dorpak containers also store neatly in pantries and closets.

The format is a robust performer in distribution, another plus for Del Monte Pet Products. Dorpak containers have a minimum stacking strength of 400 pounds, and the snap-on lid is designed to enhance stackability, optimizing performance throughout the supply chain. Whether on pallets, shelves or end-cap displays, retailers are assured of solid merchandising and brand presentation.

From a sustainability perspective, Dorpak containers are made primarily from 100-percent-recycled paperboard and contain 85-percent-recycled content.

"Our Dorpak containers solve so many problems for our customers," explains Sonoco account representative Lindsey Corrie. "Shipping, storage, sales, and sustainability are made easier with Dorpak containers. And, it's more cost-effective than other large format options. Whether it's one or ten gallons of product by volume, it's a great option."

Other applications for Sonoco Dorpak containers include gourmet foods, wine boxes, health and beauty products, outdoor products and fertilizers, pool supplies, toys and crafts.

About Sonoco

Founded in 1899, Sonoco (NYSE: SON) is a $4.0 billion global manufacturer of industrial and consumer products and provider of packaging services, with 334 operations in 35 countries, serving customers in some 85 nations. For more information on the Company, visit our Web site at http://www.sonoco.com/.

About Del Monte Pet Products

At Del Monte, our pet products nourish and enrich the lives of pets and pet parents by providing great-tasting, high-quality and innovative products for dogs and cats and by encouraging them to enjoy an active lifestyle together. With trusted brands including Meow Mix(R), Kibbles 'n Bits(R), 9Lives(R), Snausages(R) , Pup-Peroni(R), Milk-Bone(R), Meaty Bone(R) and Pounce(R), our products enrich the connection between people and the pets they love. As a premier provider of taste-oriented pet food and pet snacks, our products play a key role in the lives of millions of pet families everyday.

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