Innovative Sonoco Package Helps Premier Foods Take a Bite Out of a New Cake Market

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HARTSVILLE, S.C.--(BUSINESS WIRE)--June 12, 2008--Premier Foods is using a flip-top Sono-wrap® paperboard package from Sonoco to launch its new Mr Kipling Cake Bites--bite-sized individually wrapped sponge cakes. Each of the six-color, litho-printed, cake-shaped packages designed and produced by Sonoco contains 15 Cake Bites. Launching in June, Mr Kipling's Cake Bites are available in three flavors--Strawberry & Vanilla, Lemon and Caramel.

At the customer's request, Sonoco designed the unique, high-performance package specifically for two-high shelf retail display and to run efficiently through the customer's new filling equipment.

"Premier Foods is the owner of Mr Kipling, which has produced and sold top quality cake products in colorful, eye-catching packages for more than 40 years. Premier Foods asked us for an innovative package for this new product," said Kieren France, Sonoco's Premier Foods account manager. "We developed and are producing a market differentiating flip-top single-wrap Sono-wrap package in a completely new size for this important customer."

"We are delighted with Sonoco's total packaging solution," said Rachel Pirt, senior brand manager, Mr Kipling Innovation, Premier Foods. "Sonoco's vibrant, flip-top Sono-wrap cans really help the Mr Kipling brand break through what consumers call 'the wall of cake' in stores. Mr Kipling Cake Bites will be supported by a GBP 2.7m marketing campaign, that will include television, as part of GBP 4.4m in Mr Kipling brand support during the summer."

The dimensions of the Mr Kipling Sono-wrap cans are 140 x 125.14 x 100 mm, and their flexo-printed bases list the Cake Bites' ingredients and nutritional information.

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 Mr. Kipling

Mr Kipling was launched in London and the Southern regions of the United Kingdom in 1967. By 1976, Mr Kipling was the U.K. brand leader in carry-home cakes. Mr Kipling is synonymous with cake and remains the benchmark for quality and innovation in the ambient cake market place. Today's tasty selections include Fruit Pies, Jam Tarts, various slices, Cherry Bakewells, French Fancies and Mini Battenbergs.

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