

## New Plastic Package for PLANTERS Peanuts is Worth the Weight

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HARTSVILLE, S.C., April 3, 2012 /PRNewswire via COMTEX/ --For *Planters*, America's favorite snack nut brand, sustainability has been a core part of its business for some time. In order to reduce *Planters'* impact on the environment through packaging changes, the brand turned to Hartsville, S.C.-based packaging and sustainability leader Sonoco (NYSE: SON), one of the largest diversified global packaging companies. In conjunction with the launch of the "Naturally Remarkable" campaign in 2011, *Planters* introduced a completely new plastic package to further its heritage of sustainability.

(Logo: <http://photos.prnewswire.com/prnh/20120403/CL80773LOGO> )

Given the weight of glass as a packaging material, *Planters* 16oz. and 20oz. glass peanut jars were candidates for an update. The challenge for Sonoco was developing a lighter package that would not compromise *Planters'* targets for quality, capacity, clarity and shelf life.

Sonoco responded by delivering a durable, light-weight plastic option that weighted 84 percent less than the original packaging - while still meeting the *Planters* brand's stringent quality targets. The significant reduction in packaging materials led to several benefits, including a 25 percent reduction in the number of trucks required to transport *Planters* Dry Roasted Peanuts. Additionally, *Planters* new plastic packaging is 100 percent recyclable and BPA free.

*Planters* and Sonoco share a commitment to sustainability and have a longstanding relationship that includes collaboration on many new products. For this "Naturally Remarkable" initiative, Sonoco had the capital and expertise needed to produce a sustainable container that met the company's product protection and shelf life requirements.

"Sustainability is inherent to our brand's identity, and Sonoco was the right company to help us lessen our environmental impact with our new dry roasted peanut packaging," said Scott Marcus, senior brand manager of *Planters*.

As part of its commitment to sustainability, *Planters* launched the "Naturally Remarkable" campaign, designed to help grow stronger communities and raise awareness of sustainable farming practices. In 2011, *Planters* transformed open spaces in New Orleans, Washington, D.C., and New York into *Planters Groves* - vibrant, peanut-shaped green urban parks that are part urban revitalization, part art. Additionally, *Planters* has made considerable investments in greening its facilities through better energy and water conservation practices, as well as waste reduction.

*Planters* also held the inaugural "Naturally Remarkable Planters Awards" to honor three American peanut farmers who are implementing sustainable farming practices and making positive social change in their communities. And to spread the sustainability message from coast to coast, Mr. Peanut has been traveling in his new Nutmobile, inspired by how peanuts naturally give back to the earth. The *Planters* Nutmobile uses environmentally conscious materials and is powered by biodiesel and harnesses the power of sunlight and wind.

### About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging and packaging supply chain services. With annualized net sales of approximately \$4.5 billion, the Company has 19,600 employees working in 349 operations in 34 countries, serving many of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2011/2012 Dow Jones Sustainability World Index. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com).

### About Planters

*Planters*, America's favorite brand of nuts for over 100 years, has a long history of pioneering industry firsts, including Dry Roasted Peanuts nearly fifty years ago. This inventiveness is delivered through a diverse portfolio of nutritious and delicious plant-based snacks such as peanuts, cashews, almonds, pistachios and other nuts. *Planters* NUT-rition offers a distinctive line of nut mixes that focus on specific nutritional needs. For more information, please visit [www.planters.com](http://www.planters.com) and [www.facebook.com/mrpeanut](http://www.facebook.com/mrpeanut).

## **About Kraft Foods**

Kraft Foods Inc. is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands - Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia, Tang and Trident - generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business and a high-margin North American grocery business. The transaction is expected to be completed before the end of 2012. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com) and [www.facebook.com/kraftfoodscorporate](http://www.facebook.com/kraftfoodscorporate).

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