

Sonoco Transitions Dare Foods From Traditional Bag-in-Box to Flexible Stand-Up Bag

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HARTSVILLE, S.C., Aug. 28, 2014 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest diversified global packaging companies, is helping Dare Foods unveil its new, premium Boulangerie Grissol Artisanal Baguettes products flexible bag to the U.S. market this Fall. Sonoco has already helped Dare launch its product in Canada this past June.

Dare Foods, based in Kitchener, Ontario, Canada, relied heavily on Sonoco to launch its new product line, as they wanted to move from a traditional bag-in-box format to a flexible stand-up bag to gain shelf visibility and communicate the high-end quality of its product. Sonoco provided technical support in development and startup, expertise in materials and equipment runnability, brilliant graphics capability and speed to market.

"We chose to work with Sonoco due to their technical expertise," said Josh Richardson, brand manager. "We looked at other suppliers, but Sonoco already had the materials, structure and equipment expertise to help us launch the product quickly and correctly. We are very pleased with the outcome. The package provides a clean look on the shelf, meets required shelf life, keeps our product fresh, and is easy to open and reclose. I think our customers in the U.S. are going to be very pleased."

Sonoco's graphics team worked closely with Dare and their art house to set up the premium look, including the rich, premium black background and the beautiful shots of the product on the package. Feedback in Canada has been positive from both retailers and consumers, and sales are strong. Retailers like that the package stands out on the shelf and like the premium look driving premium-product sales. Consumers love the look and the reseal feature.

"We hope to have the same positive reception in the U.S.," Richardson said.

Dare Foods' new Boulangerie Grissol Artisanal Baguettes products will first be available in Safeway grocery stores.

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 \$4.9 billion, the Company has more than 19,900 employees working in 335 operations in 33 countries, serving many of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2013/2014 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com.

About Dare Foods Limited

Dare is a Canadian, family-owned company with a 120-year history of providing Canadians with the quality products that make every snacking, entertaining and lunchbox occasion better. The company was a pioneer in offering peanut-free food solutions, and continues to develop delicious new cookies, candies, fruit snacks, crackers and fine breads to satisfy the changing needs of Canadian families. Key brands include Breton, Bear Paws, RealFruit, Whippet, Simple Pleasures, Boulangerie Grissol and Wagon Wheels. With six plants and more than 1,100 employees in North America, Dare is headquartered in Kitchener, Ontario.

CONTACT: Roger Schrum
+843-339-6018
roger.schrum@sonoco.com

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