



# The Quiet Ingredients Behind Every Perfect Pie

**Trusted by brands.  
Loved by families.  
Made for every season.**

Pie has a season for every craving, but autumn is its headline act—when cinnamon perfumes the air, leaves turn golden, and every table feels like family. A swirl of whipped topping here, a spoonful of spiced filling there—fall baking blends comfort with creativity. It's the season when indulgence feels effortless and every gathering tastes like home.

Sonoco's full portfolio of steel food cans with easy-open ends and precision-engineered aerosol cans ensures every product performs beautifully—from the first dollop to the final slice—preserving the flavor, freshness, and joy of homemade desserts.



## What Matters Most

Consumers are leaning into holiday baking more than ever—73% say they feel more excited to bake during the holiday season compared to any other time of year.<sup>1</sup> And pies continue to dominate the holiday table: in one survey, 97% of Americans said pies are most served during the holidays, with nearly half serving three or more pies at the time.<sup>1</sup>

In this environment, convenience is key. For pie fillings, Easy-Open (EZO) closures remove barriers and make baking easier—no can opener required, less mess, and less stress prepping for that time with friends and family. For whipped toppings, aerosol cans tower like dessert royalty—offering instant indulgence, easy decoration, and irresistible temptation for kids who think parents won't notice the missing squirt. Seasonal flavors like pumpkin spice, cinnamon, and salted caramel keep the tradition alive while sparking excitement with limited-time offerings. And with 45% of consumers preferring their pies topped with whipped cream (Sugar Association), aerosol cans provide that decorative, and yummy, finishing flourish that makes dessert complete.



<sup>1</sup>"HapPIE Holidays." The Sugar Association. November 2022. Accessed September 24, 2025.  
<https://www.sugar.org/blog/happie-holidays/?utm>



## Influence of Sustainability

As with every category, sustainability shapes the way consumers think of packaging. Steel cans are infinitely recyclable, contain recycled content, and support a true circular economy. At the same time, they safeguard against light, oxygen, and contaminants that compromise flavor and quality. Durable construction and secure closures also help reduce both food and packaging waste. By combining convenience, safety, and responsibility, Sonoco's food and aerosol cans influence consumer purchase decisions while allowing brands to meet their sustainability goals.



## Ready for the Season and Beyond

Beyond the holidays, Sonoco's metal packaging network keeps dessert brands running strong. Our 12 U.S. sites anchor a 56-facility global footprint, delivering built-in redundancy, supply flexibility, and the on-time assurance brands trust. A century-plus of experience has taught us this: great packaging is only the beginning. At Sonoco, we stay with our customers long after the cans are sealed, delivering the reliability and partnership they count on.



### Want to Learn More?

Interested in how Sonoco Metal Packaging can support your brand? Contact us at [consumerpackagingamericas@sonoco.com](mailto:consumerpackagingamericas@sonoco.com).