

# Daisy Sour Cream Pouch

## The Challenge

Market leader Daisy Sour Cream wanted an **innovative packaging solution** that reflected how consumers love to use their product—as both a topping, and an ingredient. Factors that played a part in the development of a new package included:

- Production efficiency
- Product protection
- Brand differentiation on the shelf
- Addressing and preventing consumer use challenges
- Speed to market

## The Solution

Sonoco developed a **high-performance film laminate for the award-winning Daisy Sour Cream Cream squeezable pouch**, which was commercialized in collaboration with Daisy Brand, Aptar (dispensing closure and fitment) and Continuum (innovation design). The new packaging solution addressed 3 of Daisy's primary goals:

- **Improve Functionality**
  - Eliminate need for utensil
  - Deliver dispensing precision
  - Minimize waste
- **Maintain Quality**
  - Eliminate contamination to package
  - Improve barrier from oxygen
- **Differentiate Package**
  - Communicate value
  - Optimize both retail and refrigerator space



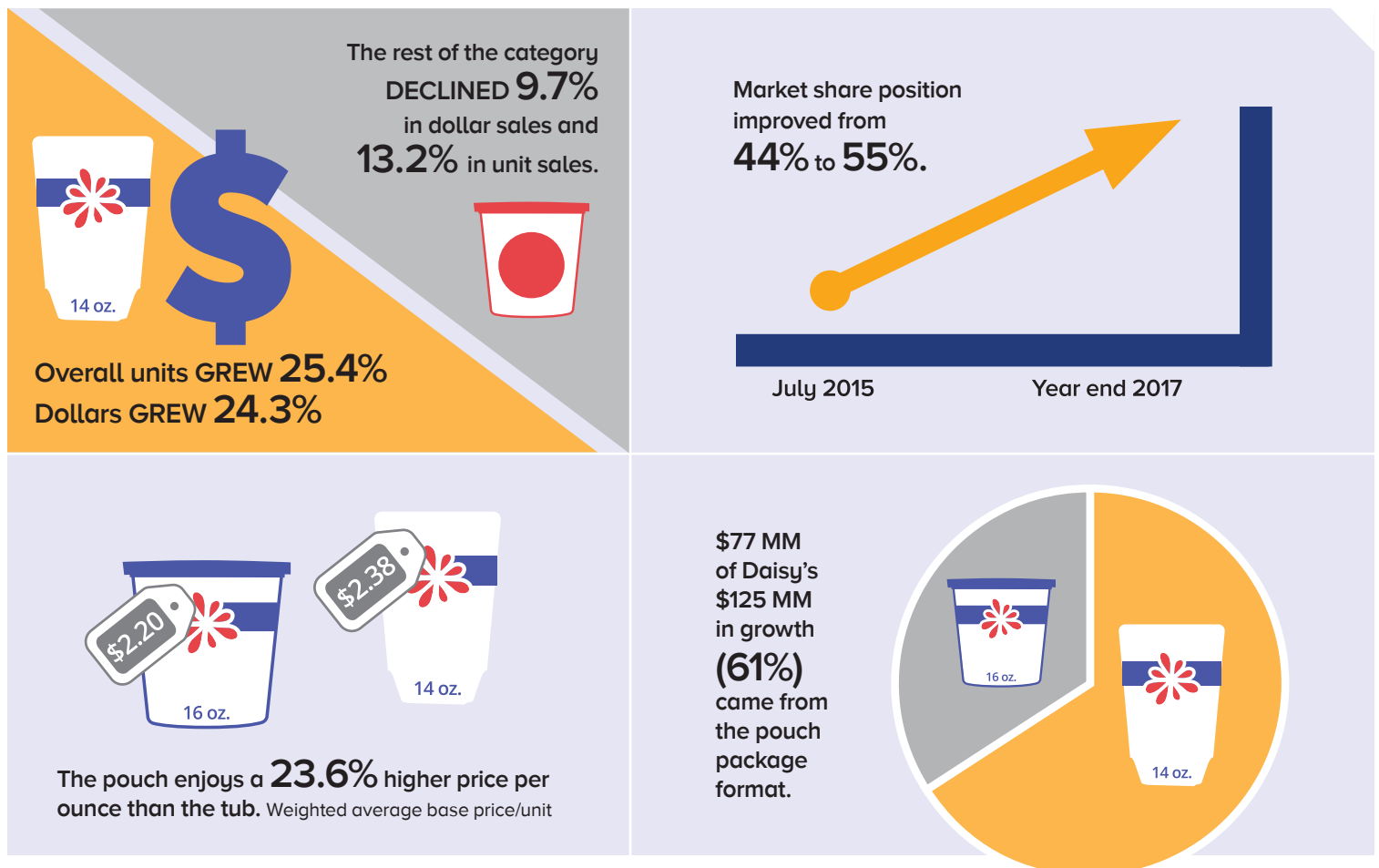
### Revolutionary in Form

The pouch is the first of its kind in the dairy aisle—an inverted, wedge-shaped pouch with a flip-top dispensing closure and tamper-evident pull ring. It provides an easy-to-use, easy-to-dispense, mess-free, recloseable package.

The proprietary pouch design is available nation-wide, and has already garnered widespread acclaim, including a Flexible Packaging Association Gold Award. The results speak for themselves: The pouch drove a sales increase of 25.4%

as the rest of the category declined 13.2%. A large portion of the brand's growth was attributed to the packaging format, which stood out on the shelf, encouraged trial and improved the brand's market share.

### Profitable in Function



Source: IRI DATA Total US – Multi Outlet. From Daisy pouch launch July 2015 and Year End 2017

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