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 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

The rest of the category DECLINED 9.7% in dollar sales and 13.2% in unit sales.

Overall units GREW 25.4%
Dollars GREW 24.3%

Market share position improved from 44% to 55%.

July 2015
Year end 2017

$77 MM of Daisy’s $125 MM in growth (61%) came from the pouch package format.

The pouch enjoys a 23.6% higher price per ounce than the tub. Weighted average base price/unit

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

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