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Green Giant grows graphics in its garden

— *Packaging Digest*, 10/1/2008

Bags of Green Giant® vegetables show the tall green guy bigger than ever, with a new look. The Sholl Group II, Minneapolis, marketer of select Green Giant Fresh products, is changing the packaging and increasing the size of the Jolly Green Giant on all of its Green Giant Fresh products in grocery stores nationwide. Designed to take advantage of the immense equity and recognition of the Green Giant brand, the top third of the packaging is now devoted entirely to graphics illustrating the jolly green guy, his logo and his valley.

Born in 1925, Green Giant was rated the number-one icon of the 20th century. "We decided to increase the size of the Green Giant because it's recognized by 96 percent of consumers and has tremendous brand equity, as well as now delivering first rate on-shelf shop-ability," says Darci Eckermann, senior vp of The Sholl Group.

The visual update applies to bags for the Green Giant Fresh Steam Line, previously called Freshtables, that come with sauces in a unique steaming bag that steam in a microwave in about two minutes; Stir-Fries, with fresh vegetables and sauce packets, Fresh Cut Vegetables in a steaming bag and Green Giant Fresh branded fruits and vegetables. Sholl says the bag structure is a PP laminated to low polyester. The sauced steam items come in a PET/LLDPE bag. The structure has changed on some of the SKUs in the Fresh Cut line so that all of the packages steam in a microwave. **American Packaging Corp.** (www.ampcorp.com) and **Packaging Products** (www.packagingproductscorp.com) supply the packaging, Sholl says



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