

Daisy-Volpak: A Winning Partnership

STANDCAP by **VOLPAK**



CHALLENGE

In United States, consumers use sour cream not only as a recipe ingredient when cooking, but also as a topping on family dishes like chili or tacos. Historically, Daisy Sour Cream has always come in one package only, the familiar white plastic tub.

As any taco aficionado can attest though, while the traditional tub goes around the table, bits of cheese, lettuce, meat or other toppings can end up in the container from the utensil used to apply the sour cream.

RESEARCH & INSIGHTS

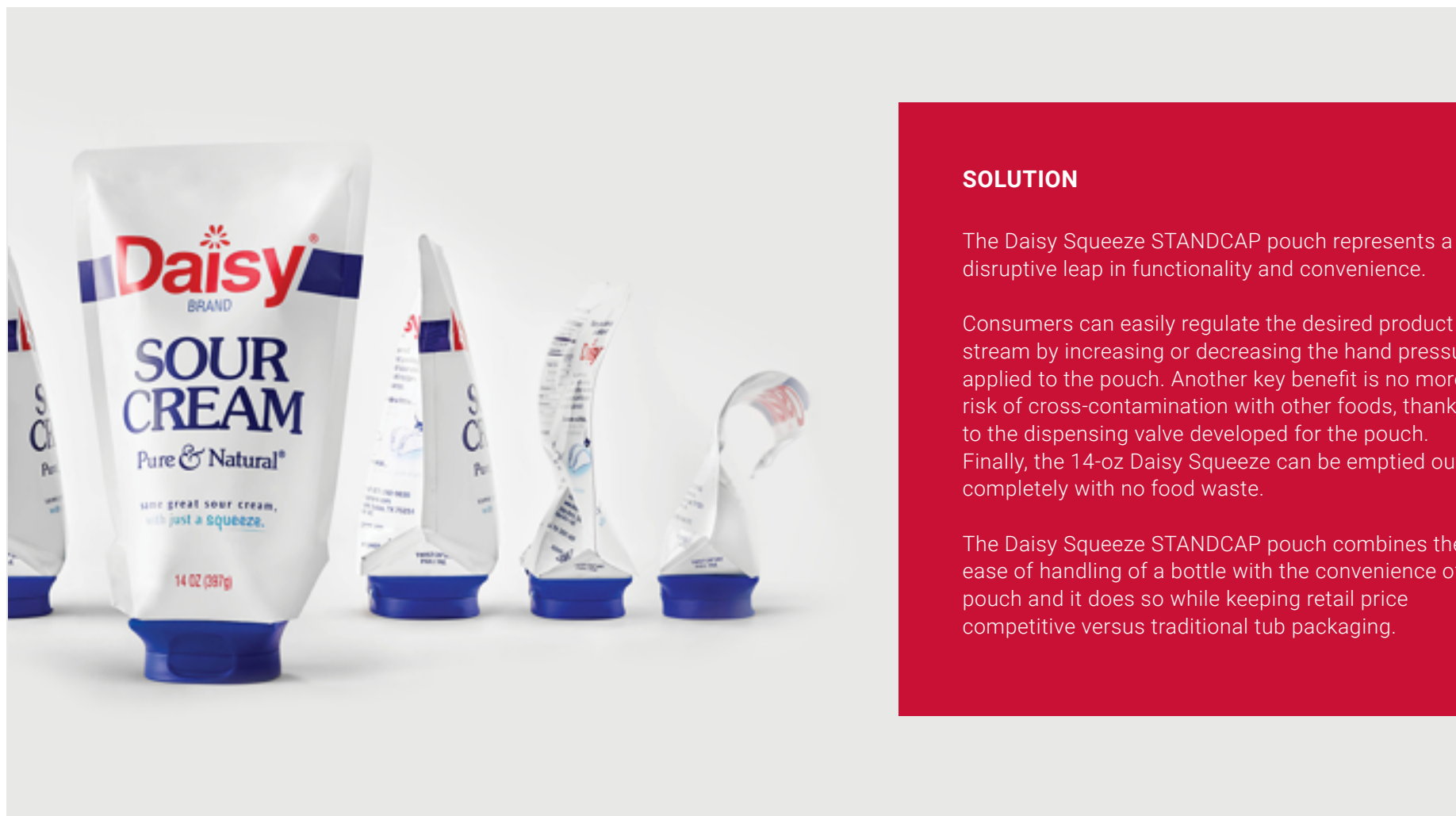
Interviews noted that consumers needed to be able to portion out sour cream both carefully and quickly, in amounts large and small, depending on if they were baking or snacking.

Recognizing the pain points associated with the tub, Daisy Brand partnered with Volpak to develop a new packaging type to address consumer needs, as well as the production technology required.



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SOLUTION

The Daisy Squeeze STANDCAP pouch represents a disruptive leap in functionality and convenience.

Consumers can easily regulate the desired product stream by increasing or decreasing the hand pressure applied to the pouch. Another key benefit is no more risk of cross-contamination with other foods, thanks to the dispensing valve developed for the pouch. Finally, the 14-oz Daisy Squeeze can be emptied out completely with no food waste.

The Daisy Squeeze STANDCAP pouch combines the ease of handling of a bottle with the convenience of a pouch and it does so while keeping retail price competitive versus traditional tub packaging.



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5 PACKAGING AWARDS

RESULTS

Daisy Squeeze STANDCAP pouch began making its way into the American market in February of 2015, and since then, not only did it deliver double-digit market share growth, but also grew overall sales of the sour cream consumer goods segment in the US.

Moreover, the pouch has won some of the most prestigious awards, ranging from regional to global to include: Ameristar award, Brand Packaging People's Choice Awards in Flexible Packaging, Plastic Caps & Closures Innovation Awards, DuPont Diamond Award and WorldStar Award.