

Sheila G's Brownie Brittle SUCCESS STORY



A sweet packaging solution

Fresh off their debut in grocery stores and retailers nationwide, fast-growing snack brand Sheila G's™ was given an exciting opportunity: co-brand their famous Brownie Brittle™ with a popular movie. This promotion would help them reach more people than ever before, but it also presented new packaging challenges which required the help of an expert. Sheila G's turned to Veritiv™ to help develop an effective solution for what could be a once-in-a-lifetime opportunity.

The task was to design a retail folding carton and corrugated display that would promote both the brand and movie. Sheila G's had several carton and display designs in their arsenal for their four flavors of Brownie Brittle — Chocolate Chip, Mint

The design of a new, multi-functional retail display that doubled as a shipper — resulting in a successful retail presence, cost savings and sustainability improvements

Chocolate Chip, Salted Caramel and Toffee Crunch — but the retailers for this promotion had stringent guidelines in which they had to follow. With requirements in hand, the Veritiv Packaging team worked closely with Sheila G's to answer their call for a smart, yet aesthetically pleasing design.

The result of the collaboration was an unexpected two-fold solution. Not only did Veritiv create a corrugated display to fit 30 folding cartons of Brownie Brittle, it was discovered that the display could also function as a shipper and therefore eliminate the need for an extra corrugated box.

This sustainable solution reduced waste and lowered costs. This was truly a sweet success for all parties — with Veritiv's help, Sheila G's developed a unique packaging and display solution that represented their brand well, met the retailer's requirements, reduced costs and boosted sustainability.

