

introducing the new **TWIST-IT™** spout carton

Evergreen Packaging is introducing an innovative approach to school milk packaging. Our Twist-It spout carton creates a great drinking experience for students. In tests, this improved drinking experience resulted in more milk consumption, more nutrients received per child, fewer spills for cafeteria staff and less straw usage. This package offers all the benefits of traditional cartons: eco-friendly features, maintenance of nutrients and fresh taste and great graphics to engage kids.

TWIST-IT SPOUT CARTON TEST MARKET STUDY

BACKGROUND

- A premium 8 oz. EcoPak® carton with twist-off top was introduced into test markets to determine the added value in promoting school milk sales and consumption
- **Test market:** 118 schools (elementary, middle and high schools)

RESULTS

15%

Total net increased milk consumption

90%

Students preferring to drink from the Twist-It spout carton

93%

Students indicating the Twist-It spout carton was easier to open than a standard carton

100%

Food Service Directors indicating the Twist-It spout carton created a better drinking experience for students



SUMMARY OF BENEFITS

- Students consumed 15% more milk!
- Better nutrition
- Easy to open, drink from
- Cost-effective
- Provides great opportunities to engage students
- Twist-It spout carton side panels are an optimal way to reach students during meals with messages about nutrition and activity

WHAT IS ECO-FRIENDLY ABOUT OUR CARTONS?

- Access to carton recycling is growing! Guides and tools to help start a school recycling program can be found at recyclecartons.com/schools.html.
- Over 70% of the EcoPak carton is made from renewable resources - trees from responsibly managed forests
- Over half the energy generated to power our carton manufacturing process is from renewable energy, biomass from trees