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Flair Flexible Packaging Corporation

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### **Pesto Products in a Pouch Trick the Eye with Faux Canning Jar Design**

**(Appleton, Wis.)** – Artisanal foods manufacturer Le Grand of St-Joseph-du-Lac, Quebec has become known for its pesto products that come in a pouch. Their newest offering is disguised in a deceptively realistic old-fashioned canning jar, complete with a hand-lettered tag attached with a cord. “It’s become a significant brand identifier,” explained Chris Shadbolt, vice president of sales and marketing for Le Grand. “Our switch to stand-up pouches over the last several years has enabled us to design amazingly eye-catching packaging. And the pouches do an excellent job of keeping our preservative-free pesto and sauce recipes fresh and delicious.”

The savory pesto and aromatic pasta sauces by Le Grand are a perfect fit for the creative collaborators at Flair Flexible Packaging, the manufacturers of the faux canning jar shape. Shadbolt explained, “The vibrant imagery of the package ensures our customer that our new dairy-free vegan creamy pasta sauce, known in Canadian markets as rosée, will be equally dynamic. The rounded shape when filled, and the almost three-dimensional optical illusion of the tied tag and cord make people look twice. That means our packaging is doing its job perfectly—grabbing people’s attention.”

The 300 ml stand-up microwaveable pouch features a die-cut tear-off cap with crisp photo-quality graphics. The three-layer laminated structure is formulated to minimize oxygen transfer and maximize product freshness and shelf life.

The dairy-free vegan creamy pasta sauce (rosée) was launched in Canadian markets in February and is expected on American shelves in September.

As packaging consultants, designers and producers, the team at Flair Flexible Packaging works with customers to determine flexible packaging designs to meet any given product’s size, temperature and production requirements. More information is available at [www.flairpackaging.com](http://www.flairpackaging.com) or by calling (920) 574-3121 from within the United States or (403) 207-3226 from within Canada.

***Photo Caption: Packaging from Flair Flexible Packaging for Le Grand's new dairy-free vegan creamy pasta sauce (rosée) uses a stand-up pouch that tricks the eye with its faux canning jar design.***

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**For the Editor:** A privately held company founded in 1992, Flair Flexible Packaging is an innovative global designer, converter, and distributor of flexible packaging. The company's expertise includes a wide array of flexible packaging structures including pouches, bags and roll stock such as lidding and forming films. Our packaging solutions are enhanced by vibrant high quality 10-color reverse rotogravure graphics, custom perforations, notches, degassing valves, spout fitments and resealing alternatives. Multi-layer laminated and co-extruded film structures are specifically researched and developed to successfully package, preserve and market products for a variety of applications. Industries served include food and beverage, tea and coffee, health and beauty, pet food, cleaning solutions, lawn and garden and medical, industrial and chemical. In addition, Flair offers its customers a full range of technical flexible packaging consulting services, creative design services and professional print management. Flair both sources and converts high quality cast and blown films at its plants in Calgary, Canada; Houston, Texas; and at partner plants near Seoul, South Korea. The company operates its own sales, converting and distribution centers in three domestic centers including Appleton, Wisconsin; Houston, Texas; and Vancouver, Washington. More information is available at [www.flairpackaging.com](http://www.flairpackaging.com).