8 February, 2024

**Vegan food company Fairfood packages powdered oat drink**
**with Sonoco’s recyclable GREENCAN® solution**

*The paperboard packaging’s high recyclability and shelf appeal made it the ideal choice.*

**Hockenheim, Germany –** German vegan food brand, Fairfood, has selected Sonoco’s paper end GREENCAN® packaging solution for its powdered oat drink.

The company manufactures and distributes Fairtrade, healthy, vegan and nut-based foods and snacks. Its products include: hand-roasted organic nuts; vegan nut bolognese; nut-based vegan organic hot chocolate creams; and organic oat powder drinks.

Fairfood’s brand messaging pillars include fairness and sustainability. In light of this, the company previously used returnable deposit jars for its powdered oat drink, but it experienced difficulties with vacuuming and loss of product. To overcome these issues, Fairfood switched to Sonoco’s GREENCAN®, which proved to be an ideal, recyclable alternative that also maintains product freshness.

Bernhard Straub, Sales Manager at Sonoco Consumer Europe says: “With this new partnership we are excited to embark on a thrilling journey of sustainability and innovation. This strategic collaboration will enable us to reach new heights and tap into an untapped market. The possibilities are endless, and we can't wait to see what the future holds for Fairfood.”

Fairfood founder and Managing Director Amos Bucher said that as well as being sustainable and aligned with brand values, the Sonoco GREENCAN® solution is helping its product to stand out among plant-based milk competitors in a “booming” market.

Sonoco’s GREENCAN® recyclable paperboard package is made of 92-98% paperboard and features a wide range of barrier properties. Available in multiple shapes and sizes – from round, square or rectangular; to oval, oblong or triangular – it provides a highly recyclable packaging solution, with robust barrier properties.

The GREENCAN® solution also features an integrated paper lid so, when empty, the whole package can go through the household paper recycling stream without any need to disassemble it. This makes it simple and convenient for the consumer and for the whole recycling process.

Amos Bucher, founder and Managing Director at Fairfood, commented: “We demonstrate, through our close cooperation with Fairtrade producers, that ecological sustainability is a top priority for us. This includes packaging in addition to organic production.”

He adds: “We chose GREENCAN® for our powdered oat drink because it is made from recycled material and it can be recycled in paper streams. It is also lightweight, resealable and therefore practical for our customers.”

Next year, Fairfood plans to use Sonoco’s GREENCAN® as a packaging solution for four of its products including its nut-based bolognese and pasta toppings.

Fairfood, which was established in 2014 in Freiburg, Germany, has a team of around 45 employees.

**ENDS**

**About Sonoco**

Founded in 1899, Sonoco (NYSE:SON) is a global provider of packaging products. With net sales of approximately $7.3 billion in 2022, the Company has approximately 22,000 employees working in more than 300 operations around the world, serving some of the world's best-known brands. With our corporate purpose of *Better Packaging. Better Life.,* Sonoco is committed to creating sustainable products, and a better world, for our customers, employees and communities. The Company ranked first in the Packaging sector on Fortune's World's Most Admired Companies for 2022 as well as being included in Barron's 100 Most Sustainable Companies for the fourth consecutive year. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com).

**About Fairfood**

Fair, organic, vegan: Fairfood stands for collaboration, transparency and sustainability from tree to jar. The company only sources nuts and dried fruits directly from cooperatives that grow according to organic and fair trade standards, and it processes them locally. Fairfood, which was stablished in 2014 in Freiburg, Germany, has a team of around 45 employees. [www.fairfood.bio](http://www.fairfood.bio)

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