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**Twinings launches its new powdered Thé Latté drink in Sonoco’s EnviroCan® for the French market**

*The company has used Sonoco’s innovative, paper bottom EnviroCan® for its new powdered product, helping it to stand out on the shelf against competitors*

**Hockenheim, Germany** – International Tea and Herbs drinks company Twinings & Co. has selected Sonoco’s paper bottom EnviroCan® for its new powdered drink, Twinings Thé Latté, which was launched in France in May.

The company chose Sonoco’s paper based EnviroCan because it is designed with recycled paper fibre, water-based inks and adhesives and can be recycled, while maintaining durability, performance and product freshness. Furthermore, the solution demonstrates the Sonoco’s’ commitment to keeping innovation at the forefront of its strategy.

The project team of Twinings & Co., which manufactures a multitude of drinks including tea, herbal infusions and other powder drinks is delighted to be using Sonoco’s EnviroCan® paper bottom can for their new product, Twinings Thé Latté, which can be consumed hot or cold, and looks forward to seeing how it is received by consumers.

Bernhard Straub, Senior Sales Manager at Sonoco Europe, comments: “At Sonoco, our mission is to revolutionise the packaging industry with innovative, more sustainable solutions that meet high standards of quality and functionality. Together, we can create a more sustainable future, one package at a time.”

**ENDS**

**About Sonoco**

With net sales of approximately $6.8 billion in 2023, the Company has approximately 23,000 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. Sonoco was named one of America’s Most Responsible Companies by Newsweek. For more information on the Company, visit our website at [sonoco.com](http://www.sonoco.com).

**About** **Twinings**

Twinings, founded in 1706, is a manufacturer of tea, herbal infusions and other powder drinks, headquartered in Andover, Hampshire in the UK. [Twinings – Thés & Infusions: blends créatifs, goûts intenses – twinings.fr](https://twinings.fr/)

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