

# Primal Kitchen & Natrellis® **SUCCESS STORY**



**Primal Kitchen  
Launches Quick-  
Frozen Meals with  
Sugarcane-Based  
Packaging**

**SONOCO**  
SUSTAINABILITY

# THE CHALLENGE

Healthy living is a foundational part of the Primal Kitchen brand. When Primal Kitchen branched into individual quick-frozen meals, the company needed to find a packaging format that was functional for the product and consumer and aligned with brand goals to steward health and the planet. Primal Kitchen knew the current standard frozen meal pack wouldn't appeal to its customer base.

## CONSUMER DESIRE FOR MORE SUSTAINABLE PACKAGING

## MARKET NEED FOR DUAL-OVENABLE FIBER PACKAGING

## SECURE U.S. SOURCE OF SUGARCANE FIBER

# THE SOLUTION

While Primal Kitchen was searching for the right fit for its individual quick-frozen meals, Sonoco was investing in R&D to better understand how to leverage agricultural fibers in packaging. Primal Kitchen approached Sonoco to request development of packaging made from renewable resources. Sonoco saw an opportunity to use sugarcane fiber, an annually renewable crop grown in the U.S.

Enter Tellus. Tellus products are made from various plant fibers, most of which are made of upcycled sugarcane fiber for use in foodservice products such as plates, bowls and takeout containers. Sonoco partnered with Tellus to develop Natrellis®, the dual-ovenable container made from renewable resources and the perfect fit for Primal Kitchen's frozen meals.



Natrellis products are a part of Sonoco's EnviroSense® family of

more sustainable packaging and feature a highly engineered surface that delivers outstanding moisture, oil and grease resistance during cooking and consumption. This helps maintain the package



\* Pending Certification



strength during all phases of use, preventing loss of food moisture and eliminating the concern of wicking through the package to the surface beneath.

Today, you can find Chicken Panang Curry Bowls, Chicken Pesto Bowls and Beef & Mushroom Bowls served in packaging uniquely designed with brand goals, the environment and consumer experience in mind.

# ABOUT THE COMPANIES

**Primal Kitchen** products are unlike any others that you'll find in the grocery store. The entire collection aims to satiate exquisitely with real, simple, exceptional ingredients. Eat like your life depends on it – that means enjoy excellent health and wellness, love time with family and friends, value a good night's sleep, relish a brisk workout, appreciate better productivity at work, and savor every bite of food you eat.

**Sonoco**, a 120-year-old packaging provider, specializes in all types of packaging, including rigid paperboard, flexible and rigid plastic for the food industry.

**Tellus** upcycles sugarcane fiber from the sugar milling process, blends in other plant fiber and converts it to compostable packaging for foodservice products such as plates, bowls and take-out containers. Tellus is jointly owned by Florida Crystals Corporation, Sugar Cane Growers Cooperative of Florida and American Sugar Refining, Inc. and is part of ASR Group.

Interested in learning more about how Sonoco can help you with your sustainability efforts? Contact us at **360solutions@sonoco.com** today!