

Product profile

Stew Leonard's, USA



Curve offers fresh look for first US private label

Stew Leonard's was the first US retailer to choose half-gallon* Pure-Pak® Curve cartons to package its own-brand products, including whole milk, fat free, low fat and reduced fat milks, 99% fat free chocolate milk, strawberry milk, lactose free milk, orange juice, grape juice, iced cappuccino and iced tea.

Market Information

BSE and CJD scares have impacted on the US market, with a demand for 'all natural', locally sourced produce. Affluent east-coasters want to know exactly what they're buying.

Stew Leonard's cattle are fed on a diet of corn, hay and grains and are free from any artificial growth hormones. The carton's extra side successfully highlights its content's origins, nutritional benefits, freshness and how it is maintained by the super-efficient packaging and closure.

Fresh milk arrives at the Norwalk dairy plant daily - straight from the company's 2,000-acre dairy farm in Ellington, Connecticut. 'Cow-cams' transmit live footage of the animals to the Stew Leonard's website. The milk is pasteurised, homogenised and packaged right in the heart of the Norwalk store and shoppers can even watch the Pure-Pak® Curve cartons run through the filler. From farm to shelf in as little as six hours, Stew Leonard himself once famously proclaimed, 'You'd have to own a cow to get fresher milk!'

This is the first east coast dairy to introduce resealable carton caps and the new Elo-Cap US closure continues to ensure freshness today with 'Stay Fresh Twist Top' highlighted on the gable-top. Launch included a soft transition from the competitor's classic Pure-Pak® to Standard Pure-Pak® Curve carton.

Retail Price

US \$1.89 - US \$1.99 for 64 fl oz.

Distribution

Distribution is chilled to stores in New York State, New Jersey and Connecticut.

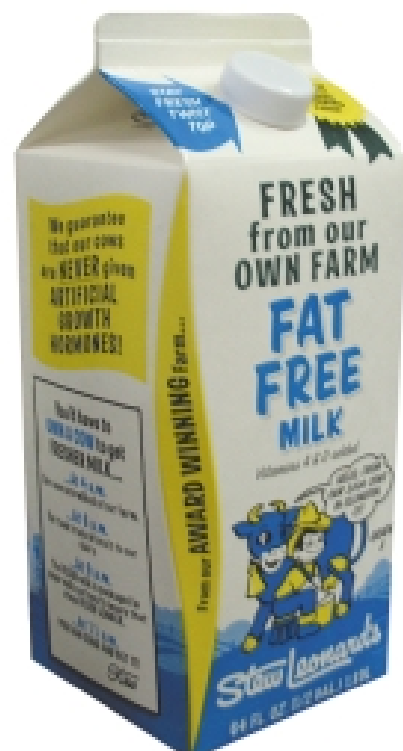
Technical Information

The largest in-store dairy plant in the country packages 90 half-gallon* cartons per minute and over 10 million half-gallon* cartons per year on a competitive half-gallon filler.

Additional Information

The Leonard family has been in the dairy business since the 1920s and founded its first dairy store in 1969. In 2009, Stew Leonard's had four unique outlets with annual sales of nearly \$300 million and almost 2,000 employees. Traditional American grocery stores sell an average of 30,000 items. Each Stew Leonard's store carries only 2,000, chosen for their freshness, quality and value. A new customer for Elopak, the first carton shipment was in late June 2008.

*Half US gallon = 1.89 litres



Pure-Pak®