

Product profile

Crosby Molasses Company,
Canada



New opening a sweet success for Crosby Molasses

In 2008, Crosby Molasses of Canada, repackaged its range of molasses products in a range of Pure-Pak® cartons with a new Elo-cap™ US. 'Fancy Molasses' is a pure syrup derived directly from sugar cane with an 18-month shelf life. 'Blackstrap Molasses' is a by-product of sugar refining and is less sweet, mostly used in baking and has a one-year shelf life.

Market Information

Passed down from father to son through six generations of the Crosby family, The company was founded in 1879. It has packaged its products in Pure-Pak® cartons for more than 50 years thanks to the carton's cost effectiveness and the way it supports the company's brand heritage with both quality and convenience.

Molasses is a thick, sweet golden-brown syrup derived from sugar cane. Back in 1879, entrepreneur Lorenzo George Crosby established an export business at the age of 20. He would export fish and lumber to the Caribbean market and fill the returning empty ships with large oak barrels of molasses. 130 years later and Crosby Molasses has become a traditional part of Canadian family life, for example as a baking ingredient, a dipping sauce and a natural sweetener.

Despite being an established brand with a loyal customer base, this is a range of primarily niche products. Consumer feedback showed the existing cap was very small and the packaging needed to be updated to appeal to a wider market.

In 2008, Crosby Molasses invested in a new filling line to improve output and switched to a larger cap applied before filling. The new Pure-Pak® cartons with Elo-cap™ US have had a very positive response. The larger opening makes for an easier pour and is far more secure than the old cap. It's provided the customer with a stronger platform to promote more use within the home. A new logo and design aim to evoke the traditional values of family and childhood inherent with the product, whilst the more modern and convenient package supports easier, practical use.

Retail Price

RRP \$5.99CAD/1.35kg, \$5.39CAD/1kg, \$3.99CAD/675g.

Distribution

Ambient distribution for sale across Canada and US, with the strongest markets in Atlantic Canada, Quebec and New England.

Technical Information

Filled on an Elopak® E-PS70 filling machine into 300g (250 ml), 675g (500ml), 1kg (750ml) and 1.35kg (one-litre) with Elo-cap™ US.



Pure-Pak®

www.crosby.ca

www.elopak.com