

# THE PRODUCE NEWS

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

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## Green Giant is growing

09/16/2008

The famous Green Giant is getting bigger than ever with a new look on "Green Giant Fresh" brand produce packaging.

The Sholl Group II, the Minneapolis-based marketer of select "Green Giant Fresh" brand produce products, is changing the packaging and increasing the size of the Jolly Green Giant on all of its "Green Giant Fresh" products in grocery stores nationwide.

In a move that will completely take advantage of the immense equity and recognition of the Green Giant, the top third of the packaging is now devoted entirely to the Green Giant, his logo and his valley.

"We decided to increase the size of the Green Giant because the 'Green Giant' brand is recognized by 96 percent of consumers and has tremendous brand equity, as well as now delivering first rate on-shelf shopability," Darci Eckermann, senior vice president of The Sholl Group, said in a Sept. 9 press release. "It is synonymous in consumers' minds with quality, freshness and trust."

The "Green Giant Fresh" line of products includes fresh vegetables and fruits under the well-known "Green Giant Fresh" brand, all of which provide consumers with fresh, healthy, convenient food that tastes great. Among the offerings in the "Green Giant Fresh" line are:

-- "Green Giant Fresh" Steam Line, previously called Freshtables, are vegetables with chef-created sauces that come in a unique steaming bag which allows consumers to steam them perfectly in a microwave in about two minutes.

-- "Green Giant Fresh" Stir-Fries are premium-cut fresh vegetables with sauce packets included and consumers have the flexibility to add chicken, shrimp or beef.

-- "Green Giant Fresh" Cut Vegetables are fresh-cut vegetables in a steaming bag, making it easy for consumers to steam or create their own vegetable trays, mix into salads, add to pasta, or eat on their own.

-- "Green Giant Fresh" branded fruits and vegetables, available in a wide variety such as berries, citrus, kiwi, tomatoes, lettuce, asparagus, green beans, mushrooms, broccoli, cauliflower, potatoes, sweet potatoes, onions, carrots, spinach and vegetable trays.



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