

Green Giant Icon Gets Even Bigger

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

The Sholl Group II, a pioneer in the fresh produce industry and marketer of select Green Giant Fresh 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," said Darci Eckermann, SVP at

Sholl Group. "It is synonymous in consumers' minds with quality, freshness and trust."

