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New “See-Thru” Vegetable Can - A Clear Choice to Lead 2017 Packaging Innovation

Effingham, S.C. - McCall Farms, known for its tasty line of high quality, southern-style seasoned vegetables and fruits, has introduced a new brand of ready-to-eat vegetables in the most innovative canned vegetable packaging in nearly 200 years: a see-thru can. New Glory Farms Slow-Cooked vegetables were introduced exclusively in over 400 Harris Teeter and Ingles grocery stores in the Southeast and mid-Atlantic states for the holidays and are a huge hit.

“Our new See-Thru can is the most notable innovation in canned vegetables since canning was invented in the early 1800s,” said Woody Swink, Senior Vice President of Sales and Marketing at McCall Farms. “Consumer testing was tremendous and the response at retail has been terrific. Being able to see the vegetables says “fresh” but also gives consumers a sense of trust because they can see what they are buying.” The TruVue™ plastic can was developed by another South Carolina company, Sonoco Products, a global leader in packaging.

“Glory Farms new clear can brings much needed excitement to the canned vegetables aisle of the store,” said Tom Outlaw, Vice President of Procurement for Ingles Markets. Outlaw added, “There’s a lot of packaging innovation on the perimeter of the grocery store but nothing new in canned goods. McCall Farms commitment to packaging innovation is a big plus for the category.”

The seven varieties of new Glory Farms vegetables use a unique, slow-cooked process that takes three times longer than the normal canned vegetables cooking process. Cooking slower and at lower temperatures locks-in the flavors of the vegetables and the new pop-top can adds convenience to prepare delicious meals and side dishes. Glory Farms Slow-Cooked varieties include: Garbanzo Beans, Pinto Beans, Green Lima Beans, Light Red Kidney Beans, Dark Red Kidney Beans, Great Northern Beans and Blackeye Peas.

About McCall Farms

McCall Farms is one of America’s leading producers of farm-fresh canned vegetables and fruits. Established in 1838, McCall Farms employs over 1,000 people in its 900,000 square foot manufacturing facility and corporate offices in Effingham, SC. The family-owned and operated company produces a wide variety of high-quality, Southern-style products under four nationally distributed brands: Glory Foods, Margaret Holmes, Peanut Patch and Bruce’s Yams. Their new Glory Farms brand will expand distribution in 2017. For more information on new Glory Farms, visit gloryfarms.com. For more information on McCall Farms, visit mccallfarms.com.