



Grands Moulins de Paris

Grands Moulins de Paris and Sonoco SUCCESS STORY

**A Long-Standing Packaging Partnership: Trust, Tradition
and a True Innovation for Francine® Flour**

THE OVERVIEW

When it comes to business partnerships, few stand the test of time like the one between Sonoco and Grands Moulins de Paris (GMP). Both companies boast over a century of heritage—and for more than 25 years, they’ve worked side by side to deliver innovative, sustainable packaging for consumers.

That partnership took centre stage again in 2025 as GMP sought to celebrate 60 years of its beloved Francine® brand. Known across France as a staple in home baking, Francine has long stood out for quality and trust. But this milestone offered the chance to do something special, reinforcing legacy with packaging that honored the past whilst looking boldly towards the future.

Aimed to re-engage customers and inspire a new generation of bakers through limited-edition anniversary release

Worked with longtime packaging partner Sonoco to bring a rectangular-shaped paper-based GREENCAN® solution to the flour market

Limited-edition launch reaffirms decades-long partnership built on trust and shared values

THE CHALLENGE

In the 1980s, GMP became one of the first flour brands in France to adopt rigid paper containers—a bold shift from the standard paper bag. This choice, supported by Sonoco, made Francine a household name and reshaped baking habits nationwide.

Four decades later, with environmental concerns top of mind and brand loyalty stronger than ever, GMP wanted to re-engage customers and inspire a new generation of bakers through a limited-edition anniversary release. The packaging needed to reflect Francine’s storied history, maintain freshness and promote sustainability—all while remaining instantly recognisable on store shelves.

THE SOLUTION

Together with Sonoco, GMP unveiled a limited-edition GREENCAN® container for its flagship Francine Suprême flour. Produced with at least 96% paper, including over 60% recycled content, GREENCAN packaging offers a fully recyclable solution complete with an integrated, resealable paper lid for easy reuse and no disassembly required.

Visually, the container brought the Francine story to life with vintage-style graphics that paid tribute to the brand’s 1965 debut, reinforcing emotional connections with longtime fans whilst attracting modern eco-conscious consumers.

“Supplier relationships are crucial to business success, impacting everything from costs to product quality,” said a spokesperson for Grands Moulins de Paris. “We’re incredibly grateful to Sonoco for helping us carry out our legacy in a highly sustainable, high-value container with packaging that truly reflects our brand and mission.”

This limited-edition launch not only celebrates a beloved brand but also reaffirms a decades-long partnership built on innovation, trust and shared values. With Sonoco as a reliable packaging partner, GMP continues to exceed expectations and strengthen the legacy of Francine for future generations.

ABOUT THE COMPANIES

Founded in 1929, **Grands Moulins de Paris** is a leading French miller, part of the VIVESCIA cooperative group. The company produces premium flours and milling mixes for artisanal bakeries, the food industry and mass retailers throughout France and globally.

Learn more: grandsmoulinsdeparis.com.

Sonoco, a more than 125-year-old packaging provider, specialises in all types of packaging including rigid paper containers for food, snacks, beverage, pet, pharma and cosmetics.

For more: sonoco europe.com.



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