



Kotányi and Sonoco **SUCCESS STORY**

**Preserving Flavour and the Planet:
Legacy Spice Brand Finds Sustainable Partner in Sonoco for
Bold, New Marketing Launch**

THE OPPORTUNITY

With more than 140 years of expertise in herbs and spices, Austrian-based **Kotányi** knows getting flavour right is just as important as the packaging used for their contents.

Whilst launching a new blend of spices aimed at a younger 'Generation Z' consumer base (those born between 1997 and 2012), Kotányi looked for a packaging partner to modernise their spice containers and help bring their marketing vision to life.

THE STRATEGY

Partnering with **Sonoco**, a global packaging leader with over 125 years of experience, Kotányi brought its contemporary spice range to market in the **recyclable GreenCan® container** — the centrepiece of a bold, multi-channel marketing campaign. The approach featured over 2,000 billboards, two branded trams across Vienna and a targeted social influencer campaign designed to capture the attention of younger, health-motivated and environmentally conscious consumers.

Beyond its striking shelf appeal, GreenCan® met the brand's sustainability goals with up to **94% fiber**, including **69% post-consumer recycled material** and an **integrated paper lid**. Its bright, contemporary labels and versatile design complemented the fresh promotions — blending performance, aesthetics and purpose with two heritage-rich companies at the helm.

"The GreenCan® was the clear choice for our packaging – aligning perfectly with our environmental values," said Alexandra Mayr, Marketing Manager at Kotányi. "Our innovative flavours were specifically developed for a younger audience and combined with the high paper content, we strengthen our brand mission, which is 'Our innovation shapes your enjoyment.'"



GREENCAN® CAMPAIGN RESULTS

Since the spring 2025 launch, the new Kotányi spice container has received overwhelmingly positive feedback from retail partners, end-consumers and influencers key to the promotional campaign. The innovative flavours and eco-friendly designs have been praised as a bold step forward, supporting Kotányi's position and demonstrating how legacy brands can evolve to meet modern demands without compromising on quality, values or performance.

Learn more about Sonoco solutions: sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/

ABOUT THE COMPANIES

Founded in 1881, Kotányi is a fourth-generation family business and global leader in premium herbs and spices. With over 4,500 seasoning products, they add exceptional flavors with a team of 600 employees who're passionate about creating high-quality spices.

Rooted in Austrian tradition, Kotányi sets food trends, inspires cooks and shapes the culinary zeitgeist. As a leading international brand, they are committed to innovation and quality. For more: kotanyi.com/at/.

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

Leading spice brand looks for fresh, new container solution to launch new product line for younger, eco-conscious consumers

Sonoco's GREENCAN® solution provides sustainability, shelf-life performance and stand-out branding

New product launch gains attention from retailers and consumers for innovative flavour and eco-friendly packaging



For more information, contact sonococpe@sonoco.com or visit sonocoeurope.com