



Success Story: Rice's Lucky Clover Honey, LLC

How Sweet It Is: Rice's Honey Packaging Enhances Customer Experience

If there's one thing that Rice's Honey Company has mastered, it's their honey. For over 90 years Rice's has been supplying pure, raw honey straight from the hive. While their high-quality honey has not changed, their packaging has experienced a makeover that consumers will love as much as the honey.

Most consumers can agree - honey can be a sticky, sweet mess if it is not dispensed properly. With so much nutritional goodness packed into one bottle, the Rice family wanted to ensure that their unfiltered product was easy to pour. Luckily, the Mold-Rite Plastics' Ultra Light closure was developed, and is distributed to the Rice's Colorado Lucky Clover honey packaging facility through TricorBraun. The patented design of this closure helps to prevent sticky messes while its 180 degree recessed top makes the package easy to open. This clean and sanitary closure improves the customer's experience with an even, directional pour each time. The Ultra Light also builds brand image with its sleek, modern design, helping Rice's Honey to stand out on the shelf. With its lightweight design that improves sustainability and reduces shipping costs, it's no wonder why everyone is buzzing about Rice's famous honey. Pure honey. Nothing added. Ever.



Customer:

Rice's Lucky Clover Honey, LLC

Product Market:

Food/ Honey

Featured Product:

L.R. Rice® Raw & Unfiltered Honey

Closure:

38mm Ultra Light™, ribbed side & .250 orifice with a Lift N' Peel® Liner



Challenge:

Rice's Honey wanted to find an easy-to-pour, clean orifice flip top closurer that will reduce messes.

Solution:

MRP's Ultra Light closure helps give consumers a mess-free way to consume this product while enhancing their shelf impact.

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