Variety is the Spice of Life for Line of Blended Seasonings
Extended content label builds consumer relationship and brand loyalty

When packaging becomes a significant feature in how a product is positioned, you have a powerful combination that can spice up sales. And that’s exactly what has happened in Canada for Club House spices and its line of 13 “One Step Seasoning” blends.

Club House is positioned as a full line of seasonings and related products that make great meals easier for Canadian families. It is the broadest and most significant product line for McCormick Canada Inc., the largest spice, dry sauce and seasoning, extract, and specialty foods operation in the country. Even though “Club House” is one of the most accepted trade names in Canadian kitchens, with a rich history dating back to 1883, something was getting lost in translation for the One Step line.

“While One Step Seasonings had experienced strong sales growth, overall consumer awareness for the products was still very low” said Jennifer Dionne, Group Marketing Manager with McCormick Canada. “Consumers using the product were finding it challenging to come up with new ways to use the flavour in their cooking. Each flavour had some inherent recipe usages but a lack of consumer knowledge on ways to use the product was limiting the frequency and breadth of use for the range of products”. McCormick Canada set out on a strategy to increase sales by bringing new users to the franchise and by getting consumers to use more of the product.

“While One Step Seasonings had experienced strong sales growth, overall consumer awareness for the products was still very low. Consumers using the product were finding it challenging to come up with new ways to use the flavour in their cooking.”

Jennifer Dionne, group marketing manager, McCormick Canada
Building the recipe

The One Step spice bottles feature a signature square shape, pedestal structure, round cap and range in size from 111g (3-7/8 oz.) to 180g (6-1/3 oz.). They were originally labeled with a normal pressure-sensitive label. But household spice bottles are relatively small in size and do not offer a lot of room for labeling.

Dionne notes that creative execution can be a challenge for such a small footprint. However, it’s made even more of a challenge in Canada due to labeling mandates that require bilingual copy.

“Everything must be in English and French, and that further limits the amount of space we have available,” she said. “We also have to include a nutritional fact table that has gotten larger and is now more heavily regulated than ever before. All of these requirements really impact what we can do with a label from a positioning standpoint.”

With its signature pedestal bottle, Club House knew the package was a strong identifier for consumers and wanted to keep it part of the marketing mix, but it needed to find a way to overcome the limited space issue. For that, Club House turned to its converter, All Stick Label.

“We were really after a solution that would meet all of the sales and branding objectives,” said Karen Blumel, national account manager with All Stick Label. “At the same time it needed to be consumer friendly.” Peel back labels have been used in pharmaceutical products for years, but had not been commonly used in the food category.

The new label has three panels and takes full advantage of the entire spice bottle, which creates a much larger label footprint. The facestock top sheet carries the prime label, nutrition facts, ingredients list, promotional copy and company information. When the top panel is peeled back, consumers will find six recipes in both English and French.

The three-panel label required switching from paper to biaxially oriented polypropylene (BOPP) film. Both the top and bottom sheets are Fasson® branded pressure-sensitive film from Avery Dennison, Fasson Roll North America. The backside of the top panel contains a proprietary adhesive from Avery Dennison that allows the label to be resealed after peeling it back.

In constructing the label, a key requirement was to achieve maximum opacity in the facestock to ensure the recipe printed on the backside did not show through and undermine the graphics integrity of the prime label. Both films are white, with the prime label being printed in six colors, and the inside panels printed in black for the recipes.

“This label has to wrap around four corners so you do have a certain amount of stress on the top layer,” Blumel said. “The label is extremely functional from a graphics standpoint and for consumers. It compellingly depicts ingredients and is easy for consumers to interact with the extended label.”

The new labels and recipes have been in grocery stores across Canada since the beginning of 2008, and the consumer reaction has been exceptional. “The response has been fantastic,” Dionne said. “We’ve seen sales growth, an influx of new users and increased frequency of use. While it is a more expensive label, it has paid-out for us and been a real success.”