

EASTER CATALOG



PARTY PEACOCK™



Imagine the Possibilities...





PARTY PEACOCK™

WELCOME

TO THE PARTY. WE'RE GLAD YOU'RE HERE!

Party Peacock offers a wide variety of entertaining items sure to **WOW** customers from the occasional party planner to the self-proclaimed, "seasonal coordinators." Party Peacock allows customers to "imagine the possibilities" with a carefully coordinated assortment of current, trend right entertaining products at a great value. The brand empowers consumers to celebrate each season with ease and a sense of accomplishment and pride. It's the entertaining solutions brand!

Party Peacock offers added value entertaining solutions via an extensive brand website. The solutions can be accessed at the point-of-purchase or through other marketing collateral. Via Quick Response (QR) codes featured on select product labels and packaging, consumers can easily be directed to www.partypeacock.com where they can find great suggestions on how to entertain with Party Peacock.





So “Hoppy” to Be Here!



PARTY PEACOCK™

THE ENTERTAINING SOLUTIONS BRAND!

It all starts with understanding consumer insights and a healthy dose of trend research. The insights are the foundation for the development of coordinated entertaining programs. The programs allow consumers the ability to mix and match a variety of items, all designed to meet the entertaining needs of today’s consumer. The Party Peacock process results in a stunning display of coordinated pieces designed to create the perfect setting for consumers and their guests.

And we don’t end the development there! Party Peacock serves consumers who desire turnkey entertaining solutions. With every brand interaction they are guided to www.partypeacock.com where consumers can find simple table setting suggestions, recipes and quick and easy entertaining tips.

Now that’s the Party Peacock brand!

THIS SEASON WITH PARTY PEACOCK

For Easter, Party Peacock understands how consumers celebrate the holiday, delivering a program designed to offer solutions which align to the unique usage occasions of the consumer. Solutions for the Easter meal, the making of the Easter treats and baskets, and a variety of items for use in the Easter Egg Hunt, are of the most importance to the consumer for this holiday. Retail solutions meeting these consumer desires can be found in this well developed program.

Careful attention has been taken in the development of the creative design and the final product assortment, allowing it to appeal to a broad retail consumer audience and offer an opportunity to maximize retail sales.

The Easter Meal – For the 50% of American’s who host an Easter meal, many of these meals are casual affairs (78%); buffet style (25%) or casual sit-down (53%). More than 1/3 of these households use casual serveware, including reusable plastic, disposable plastic or disposable paper serveware items. With the delivery of the Easter meal trending casual, the Party Peacock brand provides solutions to support the consumer’s desire to celebrate the occasion with ease, by offering a variety of coordinated, casual serveware options.

The Making of Treats and Baskets – Consumers engage in many traditions during Easter, including coloring eggs (58%), creating Easter baskets (53%) and baking Easter treats (45%). This flurry of activity is best supported by Easter appropriate items, including buckets, treat carriers and containers of all sizes. Party Peacock provides a collection of Easter coordinated items, in Easter appropriate colors, sure to make this treat and basket-making tradition a success.

The Easter Egg Hunt – The Easter Egg Hunt is the main event for many children during the Easter holiday. With that ‘special’ basket being the iconic symbol, known to cradle all the valuable treats and trinkets children hold so dear, it’s the centerpiece of the event. That makes the ‘basket’ a key element that can be creatively unique to each child. Sixty-two percent of parents ensure the basket is unique and fitting to their child, especially the graphics and colors preferred by every boy and girl. Party Peacock offers consumer validated designs, providing options strongly preferred for girls, and strongly preferred for boys, while also offering options appropriate for both.

Source: Berry Plastics Corporation, Custom Easter Attitudes & Usage Study, March 2012



What’s your favorite Color Trend?

ADDED BRAND VALUE

TRY SOME YUMMY RECIPES

Party Peacock celebrates entertaining occasions with added value elements. Easy, coordinated recipe solutions that are always quick and easy to accomplish.

With each season, the Party Peacock website will extend this idea online and feature a variety of quick and easy recipes designed to complement the essence of the retail products. Recipes will feature traditional fairs with contemporary and time-saving techniques. New recipes with trend appropriate trimmings will also be introduced to consumers, keeping them “in the know” without going over the top.



TIPS & TRICKS FOR ENTERTAINING

The essence of the Party Peacock entertaining solutions concept is also extended to the consumers home. The Party Peacock website will feature a number of quick and easy “step-by-step” entertaining ideas to transform the ordinary into the extraordinary.

From elegant to functional, Party Peacock’s entertaining tips will teach consumers how to achieve what they may think is only imaginable. Seasonal themes, from traditional to more contemporary, will provide consumers coordinating options they may have never realized possible, all while keeping a sharp eye on efficiency. Party Peacock ensures that consumers are able to spend more time *enjoying* each season, rather than preparing for it.

Paper Products



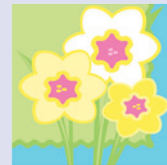
7 in. Round Paper Appetizer Plates
• 998086 – 8 ct units – 24 units @ case (24 Buttons & Bows)



9 in. Round Paper Luncheon Plates
• 998087 – 8 ct units – 24 units @ case (24 Buttons & Bows)



5 in. Beverage Napkins (3-ply)
• 998088 – 16 ct units – 24 units @ case (12 Buttons & Bows/12 Blue Plaid)

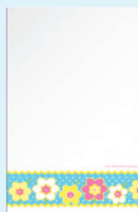


6.5 in. Luncheon Napkins (3-ply)
• 998089 – 16 ct units – 24 units @ case (12 Buttons & Bows/12 Blue Plaid)



9 oz. Paper Cups
• 998090 – 8 ct units – 24 units @ case (24 Buttons & Bows)

PEVA Product



54 x 84 in. Rectangle Table Cover
• 998052 – 1 ct units – 12 units @ case (12 Buttons & Bows)



Plastic Products



12.9 oz. Tumblers

- 998048 – 4 ct units – 32 units @ case (16 Bunny/16 Egg)



Sipper

- 998050 – 1 ct units – 28 units @ case (3 Pink Bunny/4 Green Grasshopper/3 Pink Butterfly/3 Blue Butterfly/3 Yellow Bee/ 3 Green Lamb/3 Blue Bunny/ 3 Green Frog/3 Purple Ladybug)



12.9 oz. Tumblers with Lids & Straws

- 998049 – 10 ct units – 8 units @ case (4 Bunny/4 Egg)



Character Shaped Plate

- 998054 – 1 ct units – 36 units @ case (4 Purple Lamb/4 Green Frog/4 Blue Bunny/4 Pink Bunny/4 Green Grasshopper/4 Blue Butterfly/4 Pink Butterfly/ 4 Purple Ladybug/4 Yellow Bee)



15.75 x 11.75 in. Rectangular Squround Platter

- 998063 – 1 ct units – 36 units @ case (36 Buttons & Bows)



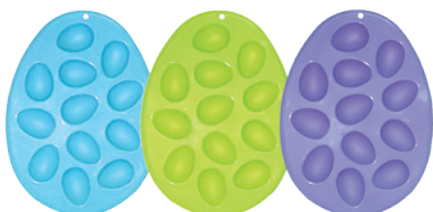
Character Shaped Platter

- 998061 – 1 ct units – 36 units @ case (12 Blue Bunny/12 Green Chick/12 Purple Bunny)



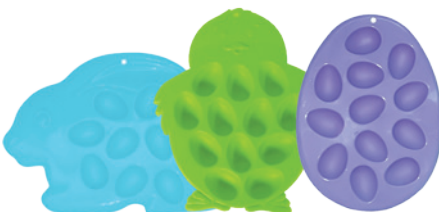
Shaped Chip & Dip Server

- 998062 – 1 ct units – 36 units @ case (12 Blue Bunny/12 Green Chick/ 12 Purple Egg)



Egg Shaped Egg Tray

- 998058 – 1 ct units – 36 units @ case (12 Blue/12 Green/12 Purple)



Character Shaped Egg Tray

- 998059 – 1 ct units – 36 units @ case (12 Blue Bunny/12 Green Chick/ 12 Purple Egg)



Embossed Mini Treat Container

- 998072 – 1 ct units – 15 units @ case (4 Green Chick/4 Blue Chick/3 Green Egg/4 Blue Egg)



Character Shaped Mini Treat Container

- 998066 – 1 ct units – 36 units @ case (5 Blue Boy Chick/5 Yellow Girl Chick/5 Purple Girl Chick/5 Green Egg/5 Blue Bunny/5 Pink Bunny)



Cupcake Container

- 998067 – 1 ct units – 30 units @ case (8 Carrots – Green Base/8 Bunny – Purple Base/7 Jelly Beans – Blue Base/7 Sprinkles – Pink Base) *Color of toppings may vary



Hoppity Hop!



Peep! Peep!



8 in. Egg Shaped Bowl

• 998065 – 1 ct units – 12 units @ case (4 Blue/4 Green/4 Purple)



12 x 6.5 in. Snack Server/Carrier with Lid

• 998073 – 1 ct units – 8 units @ case (4 Blue/4 Green)



12 x 6.5 in. Egg Server/Carrier with Lid

• 998074 – 1 ct units – 8 units @ case (4 Blue/4 Green)



6 in. Egg Shaped Bowl

• 998064 – 1 ct units – 36 units @ case (12 Blue/12 Green/12 Purple)



12 in. Treat Carrier with Lid & Handle

• 998069 – 1 ct units – 8 units @ case (4 Vintage Garden/4 Buttons & Bows)

*Handle colors subject to change



6 in. Mini Treat Carrier with Lid & Handle

• 998068 – 1 ct units – 24 units @ case (6 Blue Camo/6 Green Flowers/6 Purple Frog/6 Yellow Butterfly)

*Handle colors subject to change



2 lb. Treat Container

• 998070 – 1 ct units – 24 units @ case (12 Vintage Garden/12 Buttons & Bows)

• 998071 – 3 ct units – 18 units @ case (9 Vintage Garden/9 Buttons & Bows)



**Don't put ALL your eggs
in one basket!**



"Egg-celent"!



7.75 in. Bushel Basket with Handle

• 998079 – 1 ct units – 16 units @ case (3 Blue/3 Green/3 Purple/4 Pink/3 Yellow)



5 qt. Bucket with Handle

• 998081 – 1 ct units – 40 units @ case (10 Blue Camo/10 Yellow Butterfly/10 Green Bunny/10 Purple Frog) *Handle colors may vary



6 in. Bushel Basket with Handle

• 998077 – 1 ct units – 24 units @ case (5 Blue/5 Pink/5 Green/5 Yellow/4 Purple)



3 in. Mini Bushel Basket with Handle

• 998076 – 1 ct units – 72 units @ case (15 Blue/15 Pink/14 Green/14 Yellow/14 Purple)



9.75 in. Party Bucket

• 998084 – 1 ct units – 12 units @ case (6 Vintage Garden/6 Buttons & Bows)



12 in. Party Tub

• 998085 – 1 ct units – 12 units @ case (6 Vintage Garden/6 Buttons & Bows)



6 in. Party Tub

• 998083 – 1 ct units – 72 units @ case (18 Blue Camo/18 Green Bunny/18 Purple Frog/18 Yellow Butterfly)



5 in. Phoenix Party Tub

• 991196 – 1 ct units – 72 units @ case (18 Blue Camo/18 Green Egg/18 Purple Frog/18 Yellow Butterfly)



Egg Shaped Mini Party Tub

• 998082 – 1 ct units – 72 units @ case (15 Blue/14 Green/14 Purple/15 Pink/14 Yellow)



Let's go egg hunting!



Baskets of Fun!







PARTY PEACOCK™



Party Peacock™ for your Perfect Party!

BERRY

PLASTICS CORPORATION

AND SUBSIDIARIES

LEADERSHIP BY DESIGN

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