Consumer Trends: Consumers Love Canned Food

WASHINGTON (PRNewswire) — The Can Manufacturers Institute (CMI) launched *Cans Get You Cooking*, a multi-year, fully-integrated campaign launching nationwide during National Canned Food Month this February. The campaign, funded by CMI members, Silgan Containers, Crown Holdings, Inc., and Ball Corporation, kicks off with an integration with ABC's *The CHEW*, a nationally televised daytime food and lifestyle series, as well as a robust consumer-facing public relations program, partnerships with in-store registered dieticians and a trade media advertising campaign.

Cans Get You Cooking builds on the insights from a new, comprehensive values-based consumer research study revealing consumers' strong positive associations with canned food. The campaign is designed to remind consumers of the great benefits of cooking with cans, and showcase new and exciting ways to incorporate cans into everyday mealtime occasions.

"Research shows that consumers already trust the ironclad technology of cans to deliver food that's fresh, flavorful, nutritious and convenient," said CMI President Robert Budway. "Through the *Cans Get You Cooking* program, we will team with the country's leading brands and grocery retailers to remind consumers of their love for canned food, drive center-store sales and encourage more usage occasions."

Throughout the month of February, CMI will partner with ABC's *The CHEW* to help kick-off the campaign and highlight different ways to get cooking with cans. The partnership will include a significant online, digital and social media presence on *ABC.com* throughout National Canned Food Month, as well as a co-branded consumer contest that offers viewers the opportunity to share their favorite canned food recipes for the chance to attend a taping of *The CHEW* in New York City.

The multi-year campaign also includes an ongoing national consumer public relations program comprised of traditional and online media engagement, as well as a robust social media initiative featuring a newly minted Facebook community, Pinterest page, YouTube channel video series and a number of Twitter parties, all meant to engage and inspire consumers with the benefits of cooking with cans. Additional elements of the campaign include consumer events and retail promotional support periods with customizable assets.

To learn more and participate in the Cans Get You Cooking campaign, visit http://www.cancentral.com [1] and http://www.facebook.com/cansgetyoucooking [2].

About Can Manufacturers Institute

CMI is the national trade association of the metal can manufacturing industry and its suppliers in the United States. The can industry accounts for the annual domestic production of approximately 124 billion food, beverage and other metal cans; which

employs more than 28,000 people with plants in 33 states, Puerto Rico and American Samoa; and generates about $17.8 billion in direct economic activity. Our members are committed to providing safe, nutritious and refreshing canned food and beverages to consumers.

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