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Gibson Stages Snack Attack with Coca-Cola, Peanuts Designs

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COMMERCE, Calif.—Gibson reports added interest in its snack jar holiday program with licensed brands Coca-Cola and Peanuts.

The Coca-Cola assortments feature classic logos and artwork, as well as vending machine, tabletop juke box, and six pack designs that reference more of the brand's popular products and packaging. Peanuts character favorites, such as Charlie Brown, Snoopy and Woodstock serve as models for the Peanuts snack jar collection.

Gibson's snack jars

"I have a three-year-old daughter and introducing her to Peanuts was not only fun but a bit nostalgic," said Grace Saari, Gibson's brand marketing director. "Many of us grew up with these characters, so our Peanuts tabletop assortments are a little like sharing old friends with a new generation."

The range of assortments also includes travel mugs, tumblers, and dinnerware—many with holiday themes and the Peanuts characters' much-loved quips.

"I feel like we took our Coca-Cola license to a new level too," Saari said. "Part of the reason it's the world's number-one brand is that Coca-Cola finds inspired ways to share their logo and identity. We've taken our cue from their vision, transforming branded juke boxes and vending machines into colorful snack jars that speak to Coca-Cola's timeless appeal."

Gibson's other Coca-Cola programs include tumblers and mugs, dinnerware and serving accessories—all with classic logos and advertising artwork known throughout the world.

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