

News Release

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International Paper Foodservice Launches New Stock Design, *Champagne* *Make Every Occasion a Celebration with Champagne*

MEMPHIS, Tenn. – May 10, 2011 – International Paper Foodservice is celebrating the launch of its newest stock design, *Champagne*™. With subtle colors and neutral design shifts among the food and beverage containers, *Champagne* provides a consistent look that will work with any retail store, restaurant or business.

“We’re excited to introduce the new *Champagne* stock design because it offers our customers a great product that will work well in a variety of applications,” said Greg Wanta, vice president, IP Foodservice. “This is just another example of our commitment to offering our customers a wide range of choices for foodservice packaging.”

In a recent customer survey, *Champagne* was chosen for its crisp and clean look. From on-the-go coffee to take-home meals, *Champagne* keeps foodservice packaging up-to-date and makes a good impression with customers. The new stock design is available on all core IP Foodservice products including:

- Hot and cold cups in standard and vending sizes ranging from small to large with multiple lid options for on-the-go needs
- Food containers, buckets and paper plates in various sizes designed to prevent spills and complement multiple foodservice applications

Customers and consumers alike can feel confident using the *Champagne* product line because every cup, plate and container is made from IP paperboard that meets the Sustainable Forestry Initiative® (SFI®) standards. *Champagne* products are made at IP Foodservice plants in Kenton, Ohio, Shelbyville, Ill., and Visalia, Calif., using International Paper coated paperboard.

Champagne will replace IP Foodservice’s current stock design, Infinity®. For more information on International Paper’s new *Champagne* stock design and to view sizes available, please visit ipfoodservice.com.

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company’s North American distribution company. Headquartered in Memphis, Tenn., the company employs about 59,500 people in more than 24 countries and serves customers worldwide. 2010 net sales were more than \$25 billion. For more information about International Paper, its products and stewardship efforts, visit internationalpaper.com.

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