



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

April 12, 2011

Via E-Mail

H.E. DeLoach, Jr., Chief Executive Officer
Sonoco Products Company
1 N. Second St.
Hartsville, SC 29550

**Re: Sonoco Products Company
Form 10-K for the Fiscal Year Ended December 31, 2010
Filed February 28, 2011
File No. 000-00516**

Dear Mr. DeLoach:

We have reviewed your filing and have the following comments. In some of our comments, we may ask you to provide us with information so we may better understand your disclosure.

Please respond to this letter within ten business days by amending your filing, by providing the requested information, or by advising us when you will provide the requested response. If you do not believe our comments apply to your facts and circumstances or do not believe an amendment is appropriate, please tell us why in your response.

After reviewing any amendment to your filing and the information you provide in response to these comments, we may have additional comments.

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1. We note that sales to Proctor & Gamble represent 10% of your consolidated revenues for the fiscal year 2010. Please advise us whether there are any material sales agreements with Proctor & Gamble requiring disclosure under Item 601(b)(10) of Regulation S-K.

Exhibits

2. We note that you have omitted various schedules, exhibits, and/or various attachments from Exhibit 10-13. Please confirm that you will file Exhibit 10-13 in its entirety with your next periodic report.

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We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable Exchange Act rules require. Since the company and its management are in possession of all facts relating to a company's disclosure, they are responsible for the accuracy and adequacy of the disclosures they have made.

In responding to our comments, please provide a written statement from the company acknowledging that:

- the company is responsible for the adequacy and accuracy of the disclosure in the filing;
- staff comments or changes to disclosure in response to staff comments do not foreclose the Commission from taking any action with respect to the filing; and
- the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.

You may contact Edwin S. Kim at (202) 551-3297 or Pamela Howell, Special Counsel, at (202) 551-3357 with any questions.

Sincerely,

/s/ Pamela Howell
for

John Reynolds
Assistant Director