



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

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of report (Date of earliest event reported): October 3, 2013

BERRY PLASTICS GROUP, INC.
(Exact name of registrant as specified in charter)

Delaware
(State of incorporation)

1-35672
(Commission File Number)

20-5234618
(IRS Employer
Identification No.)

101 Oakley Street
Evansville, Indiana 47710
(Address of principal executive offices / Zip Code)

(812) 424-2904
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act.
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act.
 - Pre-commencement communications pursuant to Rule 14d—2(b) under the Exchange Act.
 - Pre-commencement communications pursuant to Rule 13e—4(c) under the Exchange Act.
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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 8, 2013, Berry Plastics Group, Inc. (the “Company”) announced the appointment of William J. Norman to the position of President – Rigid Open Top Division. Since 1993, Mr. Norman, age 42, has held various accounting, finance, and commercial and strategic planning positions with the Company. Mr. Norman most recently served as the Executive Vice President – Strategic Planning of Berry Plastics Corporation, a wholly owned subsidiary of the Company, a position he held since 2007. The appointment was effective October 3, 2013.

In addition, on October 8, 2013, the Company announced the appointment of G. Adam Unfried to the position of Executive Vice President – Strategic Planning. Since 1993, Mr. Unfried, age 42, has held multiple positions of increasing responsibility in sales and marketing with the Company. Mr. Unfried most recently served as the Company’s President – Rigid Open Top Division, a position he held since 2005. The appointment was effective October 3, 2013.

A copy of the press release announcing the foregoing appointments is attached as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release dated October 8, 2013

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

BERRY PLASTICS GROUP, INC.
(Registrant)

Dated: October 8, 2013

By: /s/ Jason Greene
Name: Jason Greene
Title: Executive Vice President and General Counsel





NEWS RELEASE

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FOR IMMEDIATE RELEASE

Berry Plastics Group, Inc. Announces Executive Management Appointments

- *Bill Norman named President – Rigid Open Top Division*
- *Adam Unfried named Executive Vice President – Strategic Planning*

EVANSVILLE, Ind. – October 8, 2013 – Today, Berry Plastics Group, Inc. (NYSE: BERY) announced that it has appointed William J. (Bill) Norman to the position of President – Rigid Open Top Division. Norman most recently served as Berry Plastics’ Executive Vice President – Strategic Planning.

As President – Rigid Open Top Division, Norman will provide overall leadership for the division which produces rigid plastic packaging for the food service, dairy, food and beverage, and industrial markets.

“In his prior roles, Bill has led a number of key change initiatives at the Company,” said Berry Plastics’ Chairman and CEO Jon Rich. “I look forward to working closely with him in his new role as we accelerate the growth of our rigid open top business, while researching, designing, and introducing innovative new products.”

Norman joined Berry Plastics in 1993 and has held managerial and vice president positions in areas such as accounting, finance, and commercial and strategic planning. He holds a bachelor’s degree in Accounting from the University of Southern Indiana.

The Company also announced that G. Adam Unfried, who most recently served as President – Rigid Open Top Division will assume the role of Executive Vice President – Strategic Planning.

“I look forward to Adam’s contributions in his new role, where he can utilize his vast commercial experience to represent the entire Company at our largest multi-national accounts, as well as drive improvements in our sales organizations throughout Berry,” said Rich.

Unfried began his career with Berry Plastics in 1993. Since then, he has held a number of positions of increasing responsibility including Vice President Sales – Container Division, Regional Sales Manager, Southeast Sales Representative, and Midwest Sales Representative. Unfried holds a bachelor’s degree in Marketing from Ball State University.

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About Berry Plastics

Berry Plastics Group, Inc. is a leading provider of value-added plastic consumer packaging and engineered materials delivering high-quality customized solutions to our customers with annual net sales of \$4.8 billion in fiscal 2012. With world headquarters in Evansville, Indiana, the Company's common stock is listed on the New York Stock Exchange under the ticker symbol BERY. For additional information, visit the Company's website at www.berryplastics.com.

Forward-looking statements

Certain statements and information included in this release may constitute "forward looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, or achievements of Berry Plastics to be materially different from any future results, performance, or achievements expressed or implied in such forward looking statements. Additional discussion of factors that could cause actual results to differ materially from management's projections, forecasts, estimates and expectations is contained in the companies' SEC filings. The companies do not undertake any obligation to update any forward-looking statements, or to make any other forward-looking statements, whether as a result of new information, future events or otherwise.

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