The outer box portion has an outer box back wall extending between an outer box left side wall and an outer box right side wall. The outer box bottom wall is orthogonal to the outer box back wall and extends between the outer box left side wall and the outer box right side wall. A lid portion depends from a first hinge line along a top edge of the outer box portion. The lid portion having a lid front wall extending between a lid right side wall and a lid left side wall and a lid bottom wall orthogonal to the lid front wall and extending between the lid left side wall and the lid right side wall. The lid portion is movable about the first hinge line between a closed position and an open position.

An inner portion is configured to receive consumer goods along an open top side. The inner portion is received within the outer box portion. The inner portion comprises an inner portion back wall between an inner portion right side wall and an inner portion left side wall and an inner portion bottom wall orthogonal to the inner portion back wall and extending between the inner portion left side wall and the inner portion right side wall. The inner portion back wall is adjacent to the outer box back wall when the lid portion is in the closed position. The inner portion bottom wall is adjacent to the outer box bottom wall and the first hinge line is adjacent to the inner portion open top side and the inner portion is hingedly attached to the outer box bottom wall.

A lifting element depends from a first lifting element hinge line along the inner portion back wall and is fixed to the lid portion. The lifting element is adapted to move the inner portion back wall away from the outer portion back wall when the lid portion travels from the closed position to the open position. Advantageously, the shoulder box lifting mechanism articulates the inner portion back wall away from the outer box back wall as the lid portion moves to the open position, ensuring reliable, and consistent articulation of the inner portion.

The lifting element articulates the inner portion relative to the outer box portion along a second hinge line along connecting the inner portion bottom wall and the outer portion bottom wall. The second hinge line is parallel with the first hinge line. The parallel hinge lines provide simple construction and assembly of the shoulder box.

The lifting element can include a second lifting element hinge line separating a first flap and a second flap and a third lifting element hinge line separating the second flap from a third flap. Preferably the lifting element includes a tab cut-out extending along and replacing a portion of the third lifting element hinge line. The tab cut-out creates an audible sound when the second flap and third flap rotate to a non-coplanar configuration. Advantageously this provides an audible sound that indicates an opening or closing position to the consumer.