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## San Jose Group Expands Role With Hormel.(Hormel Foods Group awards Hispanic marketing work to San Jose Group)(Brief Article)

Article from: ADWEEK Midwest Edition | November 12, 2003 | Baar, Aaron | [Copyright](#)

CHICAGO -- Hormel Foods has tapped the San Jose Group to handle Hispanic marketing for all of its products. The shop had previously been working with Hormel on its Herdez brand.

"We believe there's nothing but upside potential for Hormel Foods," said George L. San Jose, president and chief operating officer of the Chicago agency, in a statement. "While Hormel ...

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Brandweek; November 24, 2003; 143 words ASSIGNMENTS: HORMEL FOODS chose the San Jose Group, Chicago, for Hispanic marketing ...



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Brandweek; February 12, 2001; 410 words ...Herdez' family of Bufalo hot sauces, Herdez salsas and Dono Maria Mole products will be touted in TV and radio spots, via the San Jose Group, Chicago, for the brands, each of which will get its own tagline. For the 37-SKU Herdez line of salsas, peppers...



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Knight Ridder/Tribune Business News; May 15, 2004; 700+ words By Steve Johnson, San Jose Mercury News, Calif...getting more expensive -- Hormel Foods plans to raise its price...principal analyst for the San Jose-based Enderle Group...2.21 a gallon in San Jose, according to AAA...



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Chicago Sun-Times; November 21, 2003; 700+ words ...of Berlin Packaging and is the largest packaging supplier through catalog sales in the United States. Hormel Foods has selected The San Jose Group/Chicago as its Hispanic strategic marketing partner for all brands. The agency will be involved...



[Ethnic evolution: the Hispanic aisle continues to progress as manufacturers target the country's largest minority group.](#)

Progressive Grocer; September 1, 2003; 700+ words ...Jennifer Woods, e.v.p. of The San Jose Group, a Chicago-based marketing...companies from Hispanic countries. Hormel Foods, for instance, in 1995 entered...that development, according to The San Jose Group's Woods. Unfortunately for...



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AP Online; December 12, 2006; 700+ words ...portions of five decades at San Jose State, including seven...Bronzan played tackle at San Jose State from 1937-39...1956-57. Bronzan was San Jose State's athletic director...He sold the company to Hormel Foods in 1986 but remained active...



[CREIGHTON HOLDS OFF UW RALLY.\(Sports\)](#)

Seattle Post-Intelligencer; March 1, 1999; 523 words ...baseball team knocked off San Jose State 1-0 yesterday...shutout. The victory at San Jose, Calif., completed...s only other hits off San Jose's Vince LaCorte (2...tournaments in the nation at the Hormel Foods Baseball Classic in Minneapolis...

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Telegraph - Herald (Dubuque); January 1, 2012; 700+ words ...17 seasons with the Calgary Flames, Chicago Blackhawks and San Jose Sharks, is elected to the United States Hockey Hall of Fame...play golf at the University of Iowa. \* The workers at the Hormel Foods plant in Dubuque will not be joining a union. At least not...

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