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Business in Brief:
Politics, marketing, trade and trends

PHILLY'S COFFEE CULTURE



That Colombian immigrant Juan Valdez is living his own American dream these days. Juan Valdez Stores, the brand of coffee shops owned by Colombia's National Federation of Coffee Growers, has just acquired another four locations, this time in Philadelphia. The Colombian company has just bought out the small chain of Passero's Gourmet Coffee Co. Inc. of Philadelphia, which will be closed for several months while being rebranded with Juan Valdez's simpatico smile. The Colombian coffee growers group has announced plans to acquire another two coffee shops in the city of brotherly love next year, making Philadelphia, with six locations, its biggest U.S. coffee shop market. Juan Valdez also has three shops in

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Spanish, depending on the user's preference.

These days there's no time for anything complicated or time consuming, so Buena Chamba founder Portnoy developed his site with user-friendly software. And it appears to be working—BusinessWeek reported that soon after the website's launch last year, it was attracting 500 to 1,000 unique visitors per day, 50 calls per job advertised, and a circulation of 30,000 for the printed version. And those numbers appear to be growing. Currently, the website boasts visits by over 50,000 unique individuals a month.

The fact that the service is free to

MARKETING & ADVERTISING: SPAMMING THE HISPANIC MARKET

The canned luncheon meat Spam has been around a long time, but this year marks the first time it has been advertised on Spanish-language television. Spam manufacturer Hormel's Hispanic ad agency of record, the San Jose Group, created a TV spot that went on the air August 14.

"We are positioning Spam to fit into our target demo's busy lifestyle," said George L. San Jose, president and COO of the San Jose Group. "As such, we leveraged a high-energy, urban approach to solicit a curiosity of Spam as an incentive to trial."

The commercial shows two young professional guys heading home from work in the city. Above the hero's head, the happy daydream materializes that he will be having Spam Classic for dinner—but his so-called friend steals his daydream and runs away with it. After a classic chase, the hero gets his dream back—and sure enough, it comes true the minute he gets home.

The Chicago-based San Jose Group is a consortium of marketing communications companies specializing in reaching the Hispanic and non-Hispanic markets in the U.S. and Latin America.



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