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Jun 19, 2002

Cub Foods Launches Hispanic Marketing Initiative



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CHICAGO - Minneapolis-based retailer Cub Foods announced it has begun a new Hispanic marketing program and has selected The San Jose Group (SJJ), based in Chicago, as its first-ever Hispanic advertising and marketing agency of record.

Cub Foods' initial Hispanic efforts will be concentrated in the Chicago and Denver markets. The programs will be driven by market research and brand development, and supported tactically by a fully integrated media mix.

"This new initiative represents a new season of growth for us in an increasingly competitive environment. We know that reaching the Hispanic segment will require research to truly understand the culture. Most importantly, we need to determine how Cub Foods stores fit into the lifestyle of the Hispanic shopper," said Monica Schierbaum, director of retail advertising for Cub Foods.

Cub Foods has expanded its operations to more than 40 stores in the Twin Cities and 102 nationwide after Supervalu purchased the company in 1980.

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