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### Dominick's chooses SJ&A for Hispanic marketing

Dominick's Finer Foods has selected San Jose & Associates as its official agency of record to develop and execute its Hispanic marketing communications programs.

While Dominick's Hispanic efforts has been primarily focused on Spanish-language broadcast and print, SJ&A will now assist the chain to begin to incorpo-

rate more targeted and non-traditional communications tools into its marketing mix, such as retail sales promotions, public relations and direct marketing.

Northlake-based Dominick's has invested in the Hispanic market for more than 10 years. SJ&A is in its 14th year of business. ■

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