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San Jose Group Expands Role With Hormel

By Aaron Baar

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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 Foods brands, such as Hormel chili and Spam, enjoy great popularity in the general market, Hispanic consumers have low awareness of these products."

Billings were not disclosed. Hormel spent just over \$45 million on all advertising last year, according to Nielsen Monitor-Plus.

The Austin, Minn., company's lead agency is Omnicom's BBDO in Minneapolis.

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George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.