

PACO Collective Chosen As Cross-Cultural Agency Of Record For Carl Buddig & Company

CHICAGO, Oct. 4, 2017 /PRNewswire/ -- PACO Collective (PACO) has been selected as the cross-cultural agency of record for Carl Buddig, a fourth-generation family owned and operated business producing great tasting, affordable meats that they would be proud to serve to their family.

"The trust placed in PACO's capabilities as cross-cultural agency of record reinforces our commitment to connecting their successful products with Latino millennial moms," said PACO CEO and Co-Founder Ozzie Godinez.

PACO is a leader in the cross-cultural space. The agency's cross-cultural approach disrupts the traditional marketing model and reflects a world where people are united by values and beliefs and not necessarily just by their ethnic or racial make-up. For brands, this approach is an entirely new way to start conversations.

"We are a family company that has long believed that our great tasting and affordable lunchmeats and sausage products speak volumes about our integrity and commitment to quality," said Tom Buddig, Executive Vice President of Marketing at Carl Buddig & Company. "We are eager to partner with PACO to reach our growing Hispanic Consumer Base, and invite them to take a seat at the Carl Buddig family table."

Buddig Brand Director of Marketing, Robert Gay said PACO's successful track record in leading brands to new insights surrounding Hispanic target markets makes the agency a perfect fit. "We have served Buddig lunchmeat to families as a family owned and operated company for nearly 75 years, which is unprecedented today. We want to speak to Hispanic consumers, particularly Hispanic Millennial moms, in ways that will make our brand a strong voice in the conversations that are relevant to them now. PACO will help us do that," he said.

About Carl Buddig & Company

Based in Homewood, Illinois, Carl Buddig & Company has been feeding family traditions for nearly 75 years with the very best in taste, variety and convenience. Carl Buddig & Company is the family-owned parent company of Buddig lunchmeat, Old Wisconsin hardwood-smoked sausage and snack products, and Kingsford ribs and BBQ entrees. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes, including Buddig Original, Premium Deli and Fix Quix® products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. Kingsford ribs & BBQ entrees are naturally hardwood smoked and seasoned with no high fructose corn syrup, artificial flavors, or preservatives. To learn more, please visit www.buddig.com and www.oldwisconsin.com.

About PACO Collective

PACO Collective is an award-winning cross-cultural agency that empowers brands to transcend cultural boundaries in today's "minority majority" market. PACO is committed to working with brands that want to embrace the changing dynamics of American life and are invested in creating meaningful connections with consumers through cultural

messaging and insight. Based in Chicago, PACO is a full-service agency offering public relations, marketing, and digital and creative services.