



AugustineIdeas

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FOR IMMEDIATE RELEASE

Roseville's AugustineIdeas Announces Mission Foods as Latest Shopper Marketing Client

Mission Foods Joins Growing List of Clients for Roseville Marketing and Communications Agency

ROSEVILLE, Calif. (January 11, 2013) – AugustineIdeas, based in Roseville, Calif., is announcing its expanded role with client Gruma Corporation, dba Mission Foods, becoming its shopper marketing agency of record. Mission Foods joins an already robust list of companies for which AugustineIdeas provides shopper marketing and other integrated marketing services.

AugustineIdeas will expand its scope of work for Mission Foods by providing shopper marketing strategy and services. Its role will include elevating shopper marketing programs, handling event marketing and public relations and will build out new marketing programs through its in-house creative services and design department. AugustineIdeas will also be working with various other Mission Foods agencies, including Butler, Shine, Stern & Partners, Brandmovers® and Centro, LLC.

“AugustineIdeas has strong experience in shopper marketing and the understanding of consumer behavior that is needed for Mission Foods to meet and surpass its sales goals for 2013,” said Peter Thornfield, Senior Director of Marketing, Mission Foods. “We are very excited to elevate and build upon our relationship with the AugustineIdeas team and this will help us increase brand awareness and engage with shoppers and consumers to an even greater extent.”

Mission Foods, headquartered in Irving, Texas, is one of the largest tortilla manufacturers in the United States. An operational division Gruma Corporation, a \$2 billion company, is owned by Gruma SAB de C.V. a Mexican company which has operations in Mexico, the United States, Central and South America, Europe and Asia.

“Our relationship with Mission Foods is ideal in that it provides us the opportunity to focus on what we do best—bringing strategic consumer-centric thinking along with exceptional creative to our clients,” said Debbie Augustine-Nelson, Chief Executive Officer and Executive Creative Director, AugustineIdeas. “The entire team is looking forward to bringing fresh ideas and helping Mission Foods excel to the next level.”

AugustineIdeas continues to expand its client roster, which includes Blue Diamond Global Ingredients, based in Sacramento; Chilean Avocado Importers Association, based in Washington D.C.; the Dairy Council of California, based in Sacramento; Naturipe Farms, the nation's second largest berry producer;

Ready Pac Foods, Inc. based in Irwindale, Calif.; and the Napa Tourism Improvement District. For more information on Augustineldeas visit Augustineldeas.com or call (916) 774-9600.

About Augustineldeas:

Augustineldeas is an integrated media communications agency with 16 years of experience providing branding, digital strategy, creative services, web development, social media marketing, public relations, graphic design, shopper marketing and retail activation to clients in a diverse range of industries. The firm is one of the largest and most competitive in Northern California with over 45 employees and offices located in Roseville, Calif. and Los Angeles. For more information, visit Augustineldeas.com or follow us on Twitter at [@Augustineldeas](https://twitter.com/Augustineldeas).

About Mission Foods:

Mission Foods, headquartered in Irving (Dallas area), Texas and a division of Gruma Corporation, and Gruma S.A.B. de C.V., a Mexican corporation, was founded in 1949, and is one of the largest tortilla manufacturers in the United States. Gruma S.A. de C.V. is the parent company of Mission Foods (Gruma Corporation) and is a leading Mexican producer of corn masa flour and tortilla products. It has operations in Mexico, the United States, Central and South America, Europe and Asia. For more information, please visit www.MissionMenus.com.