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## **FORMULA ADDS TRIBE MEDITERRANEAN FOODS TO ITS GROWING FOOD AND BEVERAGE PORTFOLIO**

*National Boutique Agency Selected to Build Buzz for Hummus Brand*

SAN DIEGO (Jan. 7, 2010) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, today announced that it has been retained by Tribe Mediterranean Foods, producers of Tribe Hummus, the only national all-natural hummus, and Veggie Patch, a line of wholesome vegetarian foods, as its agency of record. Recently named one of the top 10 food and beverage PR firms in the country by *O'Dwyer's PR Report*, Formula was selected following a competitive search for its depth of knowledge and experience within the natural foods space, as well as its media and influencer connections, according to Michael Olguin, president of Formula.

“We selected Formula as our agency of due to their innovative approach to public relations, their deep food experience, and their ability to engage and connect with consumers beyond traditional media,” said Gitti Crowley, vice president of marketing for Tribe.

The Tribe account will be managed by Formula’s New York-based lifestyle division, which has substantial contacts in the food, health/nutrition, and women’s categories. Formula’s program is aimed at generating national awareness for Tribe among target media and consumers and driving education on its all-natural products. This will be accomplished through both traditional and non-traditional public relations tactics including ongoing media outreach, social media platforms and other consumer engagement programs.

“Formula has incomparable experience representing a wide variety of respected brands in the food industry, from Kashi and Pinkberry to popchips and Bear Naked,” said Olguin. “We are eager to represent Tribe and ultimately drive greater demand for its products as well as deepen consumer passion for the brand.”

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### **About Tribe Mediterranean Foods**

Based in Taunton, Massachusetts, Tribe Mediterranean Foods, Inc. is the maker of Tribe Hummus, the only national all-natural hummus, and Veggie Patch, a line of nutritious, convenient vegetarian foods. Known for their flavorful and healthy qualities, Mediterranean foods have taken the United States by storm thanks, in large part, to the Tribe brand. As a result, Tribe's products are prominently displayed on store shelves from coast to coast throughout North America.

### **About Formula**

Founded in 1992 by President Michael Olguin, Formula is a national public relations boutique with offices in New York, Los Angeles and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment and travel. Formula's high-profile clients currently include Kashi, ConocoPhillips, Tribe Hummus, Pinkberry, Newcastle Brown Ale, ESPN Zone and *cerveza* Tecate. For more information, visit [www.formulapr.com](http://www.formulapr.com).

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