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FoodMix Promotes Veteran Marketing Powerhouse, Rachel Hansen, to Group Account Director

CHICAGO, Ill. (August 22, 2022) – FoodMix Marketing Communications, a leading food & beverage marketing agency specializing in helping foodservice and retail brands successfully generate Brand Love, has announced that Rachel Hansen has been promoted to Group Account Director.

Rachel leads the FoodMix account teams with a knack for consumer insights and a passion for brand strategy. For the past eight years, she has handled major accounts such as Coca-Cola and is schooled in the art of integrated marketing communications. While her roots are based in the world of CPG having worked with Pop-Tarts, Pringles, and Keebler, she has also developed successful campaigns in the foodservice and ingredients space with brands like Red Diamond Coffee & Tea, ASR Group, and Smithfield Culinary, among others. Rachel is a graduate of The University of Illinois Urbana-Champaign and received an MS in Integrated Marketing communications from Northwestern University.



“Rachel’s strong track record of developing, leading, and executing compelling and comprehensive campaigns made her promotion to Group Account Director a clear one that we had absolutely no hesitation about. Her attention to detail, her love for the industry, and her understanding of successful campaigns drove our decision to have her lead all of our account teams,” said Sara Hagen, President of FoodMix Marketing Communications. “We look forward to having all of our clients’ programs enhanced by her outstanding efforts.”

Rachel will utilize her extensive experience to oversee the campaigns for a variety of FoodMix B2B and B2C clients including Smithfield Culinary, Gills Onions, ASR Group, Red Diamond Coffee and Tea, Broaster Company, Fischer Paper Products, B&W Quality Growers, and more.

For more information about FoodMix and its comprehensive programs that include social campaigns, digital ads, print pieces, public relations, video and more, visit www.foodmix.net.

About FoodMix Marketing Communications

FoodMix Marketing Communications is a full-service brand marketing agency, supporting clients in the areas of market research, brand strategy, creative development, communications and innovation. FoodMix has been developing and executing integrated B2B, B2C and increasingly B2B2C brand campaigns for some of the biggest and best names in food for more than 30 years. FoodMix has been at the forefront of The Food Renaissance by helping clients interpret and capitalize upon the evolving food culture. For more information, visit: www.foodmix.net.

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