

## Hunter PR to support foreign food brands' US debut

NEW YORK: New Zealand King Salmon and the Korean Food Foundation have hired Hunter Public Relations to handle their entrance into the US market.

Hunter PR was hired as New Zealand King Salmon's North American AOR. Account work will include introducing the brand to consumers, chefs, influencers, and media "to build a market presence and brand in the US," said Michael Fabbro, head of North American business development for New Zealand King Salmon.

The RFP for the account was issued this spring, however, Fabbro declined to comment on the other agencies that were invited to pitch. The budget was not disclosed.

Meanwhile, The Korean Food Foundation, in partnership with Korea's Ministry for Food, Agriculture, Forestry and Fisheries, has tapped Hunter PR to handle its US outreach via social media and culinary communities. This spring, Hunter PR supported Taste of Korea NYC, a promotional food truck effort highlighting the region's food, restaurants, and products.

Grace Leong, managing partner at Hunter PR, said the initiative included a Facebook fan page with coupons and content. The agency is looking to position Korean food as the "next big trend" in international cuisine.

"The assignment from the Korean Food Foundation is not a traditional brand PR assignment, but rather a program that will help to educate Americans on the benefits of Korean Food and drive a preference for its tastes and traditions," Leong said.

Meanwhile, Hunter PR will also back New Zealand King Salmon's new smoked salmon offering in a US launch this October.

"New Zealand King Salmon is a specialty food product that will allow us to utilize our contacts and experience in the foodservice and epicurean circles more specifically," Leong added.

Kelly Park, spokesperson for the Korean Food Foundation, said the group most recently hosted an event with Bravo's "Top Chef" alum Angelo Sosa at his new NYC restaurant Social Eatz.

More culinary events, consumer contests, and chef and influencer partnerships are expected in the coming months.

"Enlisting similarly impassioned chefs and influencers to help us connect with consumers is among our strategic objectives, and we believe Hunter PR will help us successfully realize these goals," Park said.

New Zealand King Salmon and the Korean Food Foundation join the list of other Hunter PR clients, including AAA, Campbell's, Hasbro, Kellogg's, Kraft, Johnson & Johnson, and 3M.