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Armstrong Associates Creates Successful Integrated Promotional Campaign for Hilmar Ingredients

Santa Rosa – June 7, 2011 – The promotional campaign, titled *Healthy Beverages – Taking Concept Beverages to Nutritious Reality*, invites beverage manufacturers to make their products more nutritious through whey protein fortification. Advertising was placed in food industry trade publications such as *Food Product Design*, *Food Technology*, and online through North America and Asian Pacific editions of NutraIngredients newsletter and websites. The campaign was also extended to Hilmar Ingredients tradeshow exhibit.

According to Tom Armstrong, creative director, “Hilmar Ingredients is well positioned to help beverage makers offer their consumers the health and wellness benefits of whey protein. They have the expertise to fortify anything from sport drinks, to juices, to coffee....”

Gwen Bargetzi, marketing director for Hilmar Ingredients, comments, “In addition to the campaign, Armstrong also designed our sample beverage packaging, enabling us to brand Hilmar’s difference – found in both the quality of our whey protein and our expertise in formulation.” To learn more about Hilmar Ingredients and the benefits of whey protein visit www.hilmaringredients.com.

Armstrong Associates is a strategic branding and marketing communications firm located in Santa Rosa, CA. Their clients include food and food ingredient manufacturers, wine and spirits brands, and professional and financial services companies. To learn more about Armstrong Associates please visit www.ArmstrongCreates.com.



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