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Thinking Outside the Can
Hormel Food Company Signs Design Plus for SPAM® Brand

Hormel Foods has appointed Atlanta-based firm Design Plus to manage the SPAM licensing program. Design Plus specializes in brand building through innovative licensing programs.

"With Design Plus' expertise, passion and enthusiasm for the brand, I'm confident that they're the perfect fit for our property" says Paul Krapf, senior product manager of Hormel Foods.

Design Plus plans to use this war-time staple and all-time undisputed canned food icon of American culture to tastefully drive licensing efforts in the apparel, food and collectable categories.

"We have started to slice and dice themed artwork that conveys the strangely irresistible taste and essence of the brand and translates into uniquely-flavored products that extend the experience beyond the meal," said Carol Janet, Design Plus CEO and Senior Principal.

Hormel Foods has been fielding calls for years from consumers seeking to buy SPAM® artifacts, and with more than 90 million cans sold each year in the United States, Design Plus intends to attract "best of breed" licensees to the SPAM™ culture through event-driven programs.

The SPAMMOBILE® will attend the International Licensing Show, where new partners can sample delicious creative programs and rally around a can of SPAM® Classic or other variety. All categories are currently available for licensing.