



FOR IMMEDIATE RELEASE

Bob Evans Farms Names Venables Bell + Partners Agency of Record

*Agency Will Spearhead All Strategic Brand-Building Efforts Across Portfolio,
Including Category Leader, Bob Evans®*

July 12, 2023, [NEW ALBANY, OH] - Bob Evans Farms, Inc., a leading manufacturer of farm-fresh refrigerated sides and breakfast products, today named independent agency, Venables Bell + Partners as Agency of Record. VB+P will lead brand-building efforts across the Bob Evans Farms portfolio with a principal focus on its flagship Bob Evans brand, the #1 selling refrigerated dinner sides in the U.S.* and will support the company's mission to create farm-inspired food that makes mealtime a little bit easier and a lot more delicious.

Bob Evans Farms is focused on strengthening their position as the market leader in delivering real, wholesome, feel-good favorites for busy, everyday people. As its branding partner, VB+P will be responsible for developing a holistic communication strategy that includes foundational brand development spanning research, brand platform and creative development, as well as communications ecosystem development, rollout and measurement.

"We are delighted to partner with VB+P as our agency of record," said Ciare James, Vice President of Brand Marketing, Bob Evans Farms. "With our market leadership position across several refrigerated foods categories, we selected VB+P for their top-notch strategic communications framework and shared values, including a commitment to diversity, equity and inclusion. Our team is energized by the collaborative work ahead to deliver breakthrough marketing for our legacy brand."

Venables Bell + Partners is a leading full-service independent creative company with headquarters in San Francisco and an outpost in New York. Driven by a core mission of "doing right" by employees, clients and consumers, the agency is proud to partner with both established and emerging brands blazing new trails in their industries.

"For us, having the opportunity to work alongside Bob Evans Farms amazing, collaborative team right from the start, was the perfect challenge," said Gabi Levi, Director of Strategy, Venables Bell + Partners. "Unlike the traditional work-and-reveal pitch, we came to the table with a workshop that quickly proved how united we were in our drive to debunk the overprocessed depictions of mealtime. The Bob Evans brand is already a category leader and we can't wait to help them share their new products and new technology with the world."

About Bob Evans Farms, Inc.

For 75 years, Bob Evans Farms has delivered delicious, quick-to-table, farm-inspired food that makes mealtime a little bit easier and a lot more delicious. We're proud to be the No. 1-selling refrigerated dinner sides*, including many varieties of wholesome, feel-good favorites such as mashed potatoes and macaroni and cheese, sold in grocery stores across the country. We're also a leading producer and distributor of sausage and bacon products, egg products including liquid eggs, and frozen handheld breakfast items.



In addition to our flagship Bob Evans brand, our product portfolio includes Simply Potatoes, Egg Beaters and Owens Sausage. Bob Evans Farms is based in Columbus, Ohio, and is owned by Post Holdings, Inc., a consumer-packaged goods holding company. For more information about Bob Evans Farms, Inc., visit www.bobevansgrocery.com.

About Venables Bell + Partners

Venables Bell + Partners is a leading full-service independent creative company with headquarters in San Francisco and an outpost in New York. Driven by a core mission of “doing right” by employees, clients, and consumers, the agency is proud to partner with both established brands such as Scout Motors, Chipotle, and 3M and emerging brands blazing new trails in their industries, including Opendoor and Affirm. VB+P has been included in Fast Company’s Most Innovative Companies List, named one of AdAge’s top ten A-List agencies and Best Places to Work, and Adweek’s Breakthrough Agency of the Year. For more info: VenablesBell.com, [LinkedIn](#), [Twitter](#), [Instagram](#).

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