

**For Immediate Release**

**Continental Mills selects Harmelin for Media Planning & Buying Duties**

**Philadelphia** – With the recent growth in the pancake industry, Seattle-based Continental Mills, manufacturer of Krusteaz brand pancake and baking mixes, has retained Harmelin Media following a formal review conducted by Mercer Island Group. Harmelin will plan and invest to support Krusteaz across both digital and shopper channels, with placements anticipated to begin later in 2020.

Harmelin’s president, Mary Meder, expressed the agency’s enthusiasm for this assignment: “The more we engaged with Continental Mills, the more we knew we could use our center-store experience to grow their market share for both traditional and better-for-you pancake mixes. In this time of pandemic, more shoppers are baking and looking for comfort foods like pancakes to enjoy with their families. Continental Mills has an opportunity to share the amazing Krusteaz brand with more consumers, and we are thrilled to play our part in telling their story.”

Steve Donley, VP of Marketing for Continental Mills echoed Meder’s excitement about the new partnership. “Harmelin established how well they understand our business and our consumer. They demonstrated their innovation in the media space and gave us a road map to grow Krusteaz’s market share through increased household penetration and buy rate.”

Robin Boehler, Partner at consultancy Mercer Island Group added, “Continental Mills was looking for a strategic, modern media agency partner that fit their culture and could help drive the business. Harmelin is the perfect partner for them.”

**ABOUT HARMELIN MEDIA**

Harmelin Media specializes in strategic media solutions and has more than 38 years of experience helping clients navigate a rapidly changing media landscape across traditional, digital and lifestyle forms. The firm has grown to more than \$800 million in billings and 255 employees with a diverse client roster including Fortune 500 companies and is now one of the largest independent media service firms in the United States. Harmelin is a Google Premier Partner, Facebook Marketing Preferred Partner and a proud member of the ANA. For more information, visit [www.harmelin.com](http://www.harmelin.com), or connect with us on Twitter @harmelinmedia or Facebook at [www.facebook.com/HarmelinMedia](http://www.facebook.com/HarmelinMedia).

**ABOUT Continental Mills**

Continental Mills, Inc. is a third generation, family-owned maker of some of the best-loved breakfast, baking and snack brands. Under the portfolio of breakfast and baking is flagship brand Krusteaz®, as well as Kretschmer® Wheat Germ, Albers® Cornmeal and Grits, Alpine® Cider and several licensed product extensions. Continental Mills’ snacking portfolio includes WildRoots® Trail Mixes sold in Club stores. Continental Mills headquarters is located in Tukwila, WA, just outside of Seattle, and products are sold through retail, foodservice, and club store channels throughout the United States. For more information, visit [www.continentalmills.com](http://www.continentalmills.com).

**ABOUT Krusteaz**

Krusteaz began in 1932 with Rose Charter's innovative idea for an easy-to-make pie crust. Since then, Krusteaz - a clever mix of “crust” and ease” - has come to stand for home-baked goodness, fresh from the oven in minutes. One bite and you’ll know why Krusteaz is a such a cherished family tradition. For more information, visit [www.continentalmills.com](http://www.continentalmills.com) and [www.krusteaz.com](http://www.krusteaz.com).

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