

*For immediate release*

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## PlusMedia Selected as Agency of Record for Gevalia Kaffe

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PlusMedia, LLC, a direct response marketing agency specializing in insert and print media, has been selected by Gevalia Kaffe as its agency of record for insert media brokerage and management. Under the new relationship, PlusMedia will develop an integrated campaign strategy to expand Gevalia's market presence and position the company for profitable growth.

Gevalia Kaffe, purveyor of fine European coffees, offers more than 40 varieties of coffee and tea through its express home delivery service. From traditional favorites to one-of-a-kind seasonal delights, coffee and tea enthusiasts can customize their selections from an assortment of exotic blends, roasts, and origins to suit their discerning tastes.

For more information, or to inquire about placement opportunities in the Gevalia insert media programs, please contact JoAnna DeGennaro at 203.748.4092 or joanna@plusme.com.

### **About PlusMedia**

PlusMedia, LLC is a leading direct response marketing agency based in Danbury, Connecticut. The company specializes in insert and print media and is renowned throughout the direct marketing industry for its expertise in these channels. Founded in 1998, PlusMedia is committed to helping organizations of all sizes increase their consumer outreach and strengthen their brand impact through strategic media campaigns. For more information, please visit [www.plusme.com](http://www.plusme.com).

