

FOR IMMEDIATE RELEASE

Contact: Amanda Virgillito Saad
The Andrews Agency
615.242.4400
amandasaad@andrewsagencypr.com



Goo Goo Cluster taps the Andrews Agency for public relations, advertising

February 6, 2012 – Goo Goo Cluster, LLC has selected The Andrews Agency for public relations and advertising services during its 2012 campaign, announced Lance Paine, executive vice president. The Nashville-based company will celebrate its 100th anniversary this year, which includes plans for a comprehensive local and regional presence through public relations, advertising, events and promotions.

“We’ve got some surprises in store for this year, and it was important to us to team up with local folks who share a passion for Nashville, and of course, chocolate,” said Paine. “We look forward to the partnership and ultimately the celebration we have in store for this year.”

Goo Goo Cluster launched in 1912 at the Standard Candy Company at Clark & First Avenue in Nashville, TN, becoming the world’s first combination candy bar. The mound of marshmallow nougat, caramel and nuts were originally hand-dipped in chocolate and sold unwrapped. Since then, the local and regional treat that’s become synonymous with Nashville has received an update, featuring higher quality, all-natural ingredients such as real milk chocolate and fancy pecan pieces. The manufacturing has also been streamlined and now more than 250,000 Goo Goos are produced in a day’s production. Goo Goos are available for purchase online, at area tourist attractions and retail stores such as Cracker Barrel, Tractor Supply Co., Hobby Lobby and Kroger.

“As a Nashville native, I can’t remember a time when I wasn’t aware of Goo Goo Clusters,” said Susan Andrews, president of The Andrews Agency. “It’s an honor to work with such a valued – and delicious – local brand, and our team couldn’t be happier to help them celebrate the accomplishments of the past century.”

Founded in 1990, The Andrews Agency is a full-service public relations, advertising and event management firm. With roots in Nashville, the agency has a strong tie to local brands and has worked with area landmarks such as Ryman Auditorium, Tennessee Performing Arts Center, Opry Mills, Twitty City, Southern Festival of Books and George Dickel Distillery. The staff shares a passion for food, and represents some of the area’s best food brands including The Palm, Porta Via Italian Kitchen, The Turnip Truck and Mt Pleasant Grille. For more information, visit www.andrewsagencypr.com.

For more information on Goo Goo Cluster, visit www.googoo.com.

###