

# ADWEEK

## **Riviana Foods Shifts to Barkley**

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By Aaron Baar

**CHICAGO** Independent Barkley has won lead agency duties for Riviana Foods, marketer of Minute Rice and other brands, after a review, the shop confirmed.

The agency will handle creative advertising—including broadcast, radio and print—as well as public relations, interactive and media planning and buying duties. Contenders for the business were not disclosed.

"Considering Riviana Foods' diversified brand offering, we sought an agency that could effectively balance our collective marketing goals," said Paul Galvani, vice president of marketing at the Houston company, in a statement. "In Barkley, we found an agency that was able to demonstrate a decentralized approach to integrated communications."

Last October, Riviana Foods parent Ebro Puleva purchased Minute Rice and several related assets from Kraft Foods. The Kansas City, Mo., agency will work to integrate the brand into the company's existing portfolio, including Success Rice and other brands.

Billings were not disclosed. Under Kraft, Minute Rice had only minimal spending last year, according to Nielsen Monitor-Plus.