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FOR IMMEDIATE RELEASE

Midan Marketing Bolsters Unrivaled Meat and Agriculture Industry Expertise, Adds Horsepower Through Strategic Acquisition by Trozzolo Communications Group

KANSAS CITY – December 4, 2025 – Global meat and agriculture leaders rely on Midan Marketing to turn unrivaled industry experience and deep consumer insights into strategies that drive measurable growth for their brands. For over 20 years, Midan's founders, Danette Amstein and Michael Uetz, have been recognized as industry thought leaders, translating industry-leading consumer understanding into tailored marketing strategies and messaging that consistently drive client revenue and results.

Now, Midan is adding significant horsepower, ensuring even more powerful outcomes for clients, through its acquisition by Trozzolo Communications Group. This strategic blending of resources further deepens Midan's already robust capabilities, enhancing its full-service suite of strategy, insights, creative and omnichannel activation across retail, digital, earned, and shopper touchpoints. The acquisition empowers Midan to deliver even greater impact for both established meat clients and growing agriculture partners shaping the future of the food industry.

Trozzolo Communications Group, an independent Kansas City-based marketing communications agency, known for delivering full-service, multi-channel advertising, branding, PR and digital solutions, adds depth to Midan's capabilities, while bringing fresh perspective from other industries, including food and beverage. Their expertise shines in branded creative and crisis-ready PR amplified by data driven digital execution.

"We serve an industry that has faced unique challenges over the last five years," said Danette Amstein. "Joining Trozzolo strengthens how we support current and future clients by adding greater support and scale to the work we already do."

"Joining with Trozzolo became an easy decision," added Michael Uetz. "Their culture and business philosophies align nicely with ours. We will be maintaining our identity – our name, mission and why – while creating more powerful solutions for our clients." All but one of Midan's team members will be part of the acquisition.

"Make no mistake, Midan is the premier meat marketing company in the United States. We're excited to help take such a strong company to even greater heights," said

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Angelo Trozzolo, CEO. "We're thrilled to welcome Midan to the Trozzolo family. There's no better way for Trozzolo to enter the meat and ag space than partnering with a team whose deep roots and bold ideas have set the benchmark in these industries for decades."

Trozzolo added: "Early on in our conversations with Danette and Michael, it became clear that our bold visions for the future and our cultures are aligned. By pairing their expertise in such a crucial category with our integrated creative, PR and digital capabilities, we'll help producers, processors and brands shape the future of protein while fueling growth for both Midan and Trozzolo."

The Midan acquisition continues the momentum for Trozzolo's rapid growth. In June 2025, Trozzolo acquired Milwaukee-based Punch PR. The two acquisitions significantly bolster the Trozzolo team to more than 90 associates, with offices in Kansas City and Milwaukee, and associates located across the U.S.

Learn more about both entities at Midan.com and Trozzolo.com.

About Midan Marketing, Inc.

Founded in 2004, Midan is an award-winning, full-service marketing agency specializing in the meat and agriculture industries. The company works closely with packers, processors, retailers, foodservice organizations, trade associations, government agencies, animal health organizations and additional industry affiliates.

About Trozzolo Communications Group, Inc.

Founded in 1989 and now one of the Midwest's premier independent marketing communications agencies, we employ more than 90 associates. While our headquarters is proudly located in downtown Kansas City, Missouri, we have an office in Milwaukee, Wisconsin, and the rest of our amazing team spans the United States to meet our clients where they do business. This includes associates in Charlotte, Chicago, Cleveland, Florida, Nashville, St. Louis, Texas and Virginia.

Trozzolo offers a 360-degree approach to marketing with strategies across paid, earned, owned and shared channels. Our clients describe us as marketing experts who think like business consultants — deeper than a typical agency and more creative than a consultancy. Our priority is to help our clients grow. We are proud to also be home to three sister companies, including Prairie Dog, Punch and now our newest friends at Midan Marketing.