



Introducing SUGO Communications, the Award-Winning Agency Formerly Known as BPR, with Expanded Services and North American Reach

Agency adds Pluck Tea, Pizzeria Libretto and Fuwa Fuwa Pancakes to client roster, re-signs Eatly, ZWILLING and almost a dozen more

TORONTO, ON, January 31, 2023: Today, top lifestyle public relations agency formerly known as BPR Inc. has rebranded to [SUGO Communications](#). The rebrand follows the agency's recent expansion to the U.S with an office in Los Angeles, several US clients expansion of its Canadian footprint and new Toronto office opening.

The name SUGO Communications, which translates to 'sauce' in Italian, was driven by Founder and CEO Shawn Rusich's yearly tradition of making sugo with his family using a recipe passed down by generations. Rusich also thought the name tied nicely to the agency being the "special sauce" for clients, given the term is often used to describe an element that makes something or someone successful or distinctive.

*"For over a decade our agency has been known to provide our clients with the most exceptional service, creative and out-of-the box ideas, and award-winning strategies." says **Shawn Rusich, SUGO Communications Founder and CEO**, "With a team of brilliant minds, and seamless cross-border services, SUGO is truly powerful and rare, and has come to be known as a strong strategic partner to all of our clients both*

legacy and new.”

Alongside the new look, SUGO Communications has added a number of clients to its roster as it continues to solidify itself as a leading food, CPG, lifestyle and hospitality agency in North America’s competitive marketplace. These include [Pluck Tea](#), an award-winning tea maker blending sustainable and organic infusions with local ingredients, celebrated Neapolitan pizza chain [Pizzeria Libretto](#) and North America’s largest soufflé pancake and dessert café [Fuwa Fuwa Pancakes](#). SUGO Communications manages national and international PR and Digital efforts for its client roster, which also includes [ZWILLING J.A Henckels](#), [The Cheesecake Factory](#), [Eataly](#), [Cuisine Adventures](#), [Mazola](#), [Fleischmann’s](#) and [Jackson Family Wines](#) to name a few, with services including media relations, influencer engagement and corporate communications.

In addition to the rebrand and client acquisitions, SUGO Communications has expanded its team. Director Vanessa Foy was promoted to Managing Director, responsible for the agency’s key accounts and operations in Canada as well as working closely with Rusich to support new business development. The agency has also promoted Sasha Nathan to the role of Account Specialist and Erin Friedman to the role of Account Coordinator.

About SUGO Communications

SUGO Communications was launched in late 2011 (founded as Butter PR) by Shawn Rusich and is a North American, full-service creative communications agency specializing in top-tier lifestyle clients; restaurants, wine and spirits, fine food, hotels, food halls, celebrities, small appliances, spas, franchises and more. SUGO Communications is globally recognized as a leader in strategically connecting brands with media, influencers and consumers across North America. SUGO Communications offers seamless support in public relations, corporate communications, social media, influencer relations, event planning, sponsorships, marketing, advertising, and beyond.

For media requests, more information and hi-res images, please contact:

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