

Paris Baguette enter into global partnership with Paris Saint-Germain

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Paris Baguette announced that it is embarking on its first journey in global sports marketing by becoming the first Korean company to enter into an official partnership with Paris Saint-Germain, one of the most successful football clubs in the world.

Growing as a global bakery brand by operating about 4000 stores globally, including 500 in North America, Europe, China and Southeast Asia, Paris Baguette plans to strengthen its global brand awareness and status by conducting sports marketing activities with Paris Saint-Germain, a professional football club with a large fanbase across the world and based in Paris, the home of bread and a football powerhouse.

In particular, Paris Saint-Germain is receiving great attention and love from global football fans with its world-famous star players and innovative collaborations in fashion, gastronomy, art, etc. Paris Baguette will utilise this partnership with Paris Saint-Germain to bring a positive and impactful outcome to its marketing strategy.

Paris Baguette will capitalize on the partnership with Paris Saint-Germain by carrying out a range of marketing activities in Korea and internationally, starting this month.