



**PR Contact**

Marlee Bever

Adobe

[mbever@adobe.com](mailto:mbever@adobe.com)

## **Media Alert: Adobe and benny blanco Collaborate to Help Small Businesses Build their Brands with Adobe Express**

- benny blanco helps local Los Angeles family restaurant, Mariscos 4 Vientos, spice up its digital and IRL marketing with Adobe Express
- Collaboration will support small businesses, restaurants and solopreneurs of every skill level quickly and easily create stand-out content to grow their brands with Adobe Express
- Remix and personalize custom-designed benny blanco templates in Adobe Express for a chance to win \$10K for a small business

**SAN JOSE, Calif. — November 14, 2024** — Today, Adobe (Nasdaq:ADBE) and benny blanco, the artist, hit songwriter, record producer, actor and bestselling cookbook author, [announced they are collaborating to give small businesses](#) a quick and easy way to level up their marketing with a custom collection of benny blanco templates in Adobe Express.

In addition to benny's success as a multi-hyphenate artist and culinary author, he is a staunch supporter of authentic, family-run, small business restaurants, making him an ideal partner for this project. Adobe and benny worked with LA-based restaurant Mariscos 4 Vientos on a marketing makeover – leveraging the new benny blanco collection of small business templates to create new eye-catching menus, flyers, social posts and even T-shirts. Adobe Express is the quick and easy create-everything app that brings Adobe's industry-leading creative tools and AI designed to be safe for business into an app anyone can use – so every SMB can publish stand-out content with confidence.

“Adobe Express is already helping millions of people – from solopreneurs and SMBs to marketers and business users in some of the world’s largest organizations – promote their passions and grow their businesses,” said Govind Balakrishnan, Senior Vice President, Express Product Group & Digital Media Services, Adobe. “We’re excited to see the work we’ve done with benny blanco and the Mariscos team inspire other entrepreneurs and businesses to makeover their marketing and stand out with their audiences.”

### **Personalize benny blanco Templates to Win \$10K to Support a Small Business**

When creating marketing and business content, starting with a blank canvas can be daunting. Adobe Express features hundreds of beautiful templates for everything from business cards to presentations to social posts to make it simple for anyone to create professional-looking content. The new benny blanco template collection in Adobe Express embraces his bold and playful style with an explosion of eclectic colors, patterns and textures that provide small businesses with a fun, creative platform to get started.

To showcase how easy it is to use the templates, anyone in the United States can customize the benny blanco templates in Adobe Express and share on social media for the chance to win \$10,000 for their favorite small business. Entrants can log onto their Adobe Express account or use the free version at [AdobeExpress.com](https://AdobeExpress.com) to access and edit the templates and then post to Instagram or TikTok, tagging @AdobeExpress and including the hashtags #AdobeContest and #CreateAnything. The contest runs today through December 13 and the winner will be announced soon after the contest closes. For more information on the partnership with benny blanco and the contest visit [here](#).

Fans can also get a taste of benny blanco’s favorites with the “El Benito Special” menu item along with a free limited-edition Mariscos 4 Vientos x benny blanco T-shirt designed exclusively in Adobe Express – while supplies last. The T-shirt is only available in person at the Olympic Blvd. restaurant location in Los Angeles.

### **Mariscos 4 Vientos: From A Single Food Truck to Local LA Legend**

In partnership with [MAMA](#), a local organization in LA committed to uplifting immigrant-run, family-owned eateries and assisting them with digital marketing needs, Adobe Express and benny blanco selected Mariscos 4 Vientos because of the restaurant’s inspiring story and enthusiastic owner-operators. Benny collaborated with Mariscos’s restaurant owner, Erik Luevanos, to incorporate key elements of the restaurant’s original brand to ensure continuity and authenticity. The templates are easy-to-edit and will enable the restaurant to quickly update their content for seasonal specials, pop-up events and more.

“As a Mexican owned and operated business, we proudly work as a team wearing our brand. Whether it be marketing or running day-to-day operations, which tend to be complicated. When we heard that benny blanco and Adobe Express wanted to help us freshen up the designs of our content and merch, we couldn’t believe it,” said Erik Luenvanos, owner of Mariscos 4 Vientos. “Adobe Express is so easy to use for everything from making social posts that really pop to designing new menus and T-shirts. We’re grateful for the chance to work with such a creative team and excited to keep making amazing content that will help us continue growing our business for the next generation.”

### **Adobe Express + benny blanco to Screen Short About Collaboration at Vulture Festival 2024**

On Saturday, November 16, Adobe Express and benny blanco will screen a short film about the collaboration at Vulture Festival, a pop culture spectacle featuring live and in-person panels with celebrities and creators. The short will run at the start of each session. Visit [here](#) to view the film.

**About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](https://www.adobe.com).

© 2024 Adobe. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.