

Award-Winning Latin American Canadian Artist Fito Blanco and Wingstop Announce New Collaboration

The partnership highlights the efforts of Latin Canadian communities Fito Blanco, one of the most-streamed Canadian Latino artists on Spotify (SPOT)



Toronto, Ontario Oct 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - Today announced new projects and partnerships, which highlight the efforts of Latin Canadian communities, while bringing his unique music and flavour to loyal fans.

The Canadian Music Walk of Fame inductee has collaborated with the likes of Fat Joe, Pitbull, Beenie Man, and Elvis Crespo, and his production and remix credits include Shakira, Enrique Iglesias, Chris Brown, and the blockbuster movie franchise Fast & Furious. Today it was announced that there's more to come.

"Fans have a lot to be excited about," said artist Fito Blanco. "I kicked off an iconic flavour billboard campaign with Brazilian Canadian Artist Diogo Snow and the latest, trendiest restaurant brand Wingstop, which bring my passion for unique flavor to life."

The billboard campaign titled "Icónico Sabor" can be seen in Toronto's entertainment district. Wehpa Network, a global underground culture movement focusing on BIPOC and Latin American content, helped bring the partnership to life.

"There is no other partnership like this in Canada," said Wehpa representative, Victor Ramirez. "It's amazing to see Latin Canadian communities be celebrated, with Fito Blanco as a first example."

With more than 1,850 restaurants across the globe and a growing presence in Canada, Wingstop is one of Fito's supporters and go-to restaurant spots. Wingstop offers classic wings, boneless wings, and crispy tenders, always cooked-to-order and hand sauced-and-tossed in fans' choice of the brand's 12 signature flavours, including sweet, savoury, and spicy varieties.

"As Wingstop expands throughout Canada, our partnership with Fito Blanco helps establish our place in culture," said Aidan Hay, Wingstop's International VP of Americas. "We're a huge supporter of Fito's flavor in music and chicken."

Fito Blanco is currently finishing his upcoming album and preparing for a European tour set to begin mid-November. Wingstop and Fito will continue to combine flavour and music to further propel Latin Canadian culture.

[FITO BLANKO X WINGSTOP CANADA INTERVIEW WEHPA](#)



wehpa

Media Contact

Wehpa

info@wehpa.com

4168879533

Source : Fito Blanco X Wingstop - Wehpa

[See on IssueWire](#)