

SUGAR & SPICE: LICENSED CANDY MIXES INNOVATION AND NOSTALGIA

by Nancy Lombardi

HERSHEY'S

Hershey's has a host of licensees for its numerous candy brands. Global Icons has been managing the program, introducing a number of items into the marketplace over the past few years such as jewelry by World Trade Jewelers, eyewear by Eyewear Designs, pet toys and beds by Pet Brands, pet fashion by Fairytale Couture, and earphones by DGL Group.

Here is just a sampling of two items available for the tween/teen age group. Sweet Thang is the licensed, soft goods division of Senario, which creates giant-sized candy-branded plush products (shown). Designed for tween/teen bedrooms and college dorms, Sweet Thangs are soft, durable, and made to retain their shape and suppleness for a long time.

Available now from Jazwares are Hershey's Miniatures-branded memory sticks. Store and share photos, files, music, and more. Each has 2GB capacity and comes in Hershey's chocolate bar, Twizzlers, or Bubble Yum varieties. Each is sold separately.

IMC LICENSING

IMC Licensing is currently working with the Rocky Mountain Chocolate Factory focusing on quality and flavor equities. The plan is to license it into other food and beverage categories. One category being investigated is baking mixes.

Currently it has been licensed into premium hot cocoa mix with Lehi Roller Mills and flavored coffees through White Coffee.

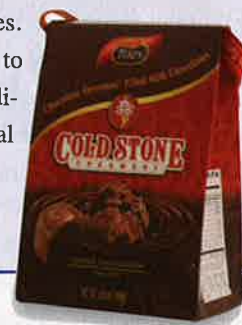
IMC says licensees are encouraged to develop packaging that reminds consumers of the 300-plus Rocky Mountain Chocolate Factory locations with the goal of sending consumers back to those locations.



GLOBAL ICONS

Global Icons manages the licensing program for Cold Stone Creamery (in addition to working with Hershey's). Turin Chocolates is a licensee, which makes truffle chocolates based on Cold Stone flavors. Global Icons says it is looking to extend the flavor profile of Cold Stone into other categories.

A licensing deal for hard candy is expected to be announced shortly. In addition, Cold Stone has a deal with Jelly Belly.



LISA MARKS ASSOCIATES

Lisa Marks Associates (LMA) has many exciting new programs for the varied candy brands in its portfolio. For Peeps, new partner FAB/Starpoint is developing a broad stationery line along with ceramic banks and backpacks. Briefly Stated has introduced a line of Peeps and Hot Tamales loungewear and boxers.

Hybrid Apparel has developed an extensive line of Smarties apparel with tees, tanks, sweatshirts, and jackets for kids to adults. Iscream will be introducing a line of Smarties stationery and school supplies. Smarties is also growing with a new program from Lotta Luv with Smarties lip balms.

THE BEANSTALK GROUP

The Beanstalk Group announced new licensees to the Airheads candy licensing program with product introductions in the beauty and apparel categories. Cosmetics licensee Lotta Luv will leverage the unique flavor profiles and color palettes of Airheads bars and Airheads Xtremes belts to create a flavorful portfolio of Airheads lip balms and glosses. Hybrid Apparel will translate the beloved irreverence of Airheads into fun and colorful graphic T-shirts and other tops. Products are expected to launch at retail by early 2011.

LICENSING LINK

Licensing Link has been working with Dubble Bubble, which is owned by Tootsie Roll Industries under the Concord Candy Brand division, for 10 years.

Electronics is the newest category for Dubble Bubble. Licensee DGL is making earbuds (shown here) and ear-phones. This spring Garan has a major program with Walmart for apparel.

Pollard is the licensee for scented Dubble Bubble scratch-offs. The program was a success in Maryland and is being marketed now to other states.

United Legwear recently expanded its licensing program to include Dubble Bubble and Razzles. United Legwear has been known for its success with fashion brands such as Puma, True Religion, and Cynthia Rowley.

Just a few years ago Licensing Link began working with Ferrara Pan Candy Brands, the manufacturers of Red Hots, Lemonheads, Jaw Busters, Boston Baked Beans, Atomic Fire Ball, and others. It currently has about 10 licensees and is about to close five more categories. Garan premiered this line at Walmart and the Lemonheads, in particular, were the most successful in the assortment.



THE LICENSING GROUP

The Licensing Group (TLC) manages the Jelly Belly brand. TLC says it has an established licensing program for the brand, which focuses on the brand's colors, shapes, and flavors. The brand, which has strong awareness in the U.S., is now expanding overseas to Japan, the UK, Germany, and Australia.

Some recent U.S.-based products include The WIT Group with 10 flavors of Jelly Belly soda (shown above). The flavors in the line include very cherry, blueberry, French vanilla, juicy pear, sour cherry, green apple, crushed pineapple, lemon drop, tangerine, and strawberry jam.

Little Kids launched kids bubbles and necklaces with charms based on the Jelly Belly flavors and iconic shape. The flavors include grape jelly, very cherry, and top banana.

ESI created scented iPod covers and ear buds. The scents include watermelon, blueberry, berry blue, very cherry, strawberry cheesecake, and licorice.

Zeera launched Jelly Belly-scented car air fresheners in a variety of scents.

MARS RETAIL GROUP

Mars Retail Group announced that it has joined with licensee Alchemy3 to develop branded lottery games featuring the M&M's characters. The games will hit participating lottery retailers beginning fall 2010 and will incorporate popular Mars brands including M&M's, Snickers, Skittles, Starburst, 3 Musketeers, Milky Way, and Twix.

Fans of the M&M's characters can show their candy-loving spirit with cardboard standups and Nomad Stickup wall clings from Advanced Graphics. These decorative items showcase all five characters—Red, Blue, Orange, Yellow, and fan-favorite Ms. Green. The wall clings will depict the excitement of winter sports with snowboarding M&M's characters. The cardboard standups are a popular decorating concept, and the wall clings are removable and ideal for almost any smooth surface. Both items are currently available.

