

BEANSTALK BROADCAST

The Summer Issue

Summer 2011

Welcome to the summer edition of Beanstalk Broadcast, a quarterly snapshot of what's new in Beanstalk's global licensing efforts.

This issue is devoted to the four new food clients secured by Beanstalk along with its newly acquired division, Nancy Bailey & Associates. Below you will find background information on each brand and our strategies for brand extension. In addition, we are pleased to announce the launch of our new website, www.beanstalk.com. Hope to see you at Licensing Show!

Sincerely,
Brooke Bridges
AVP, Business Development & Marketing

OLD BAY

Beanstalk and Nancy Bailey & Associates will leverage McCormick & Company's Old Bay® Seasoning Brand into both food and non-food categories to reinforce the brand's vision of becoming the definitive seafood flavoring brand in the U.S.

The team will help Old Bay extend its unique blend of ingredients, iconic logo and packaging, recipes, and bright, bold artwork into multiple product categories, including fresh and frozen meals, sauces and marinades, as well as housewares, kitchen supplies and apparel. Products are targeted to launch in 2012 at mass retailers, grocery, drug, convenience and club stores.

With its unique blend of 18 herbs and spices and iconic packaging, Old Bay is the number one brand in seafood seasonings. The brand is often associated with festive occasions, summertime entertaining and culinary adventure. Old Bay's unique flavor and high quality ingredients are currently available in original and specialty blends, dry rubs, tartar and cocktail sauces, and seafood cake and batter mixes.



Nancy Bailey & Associates has been selected by Chiquita Brands to extend both the Chiquita and Fresh Express brands into both non-food and new food categories in the U.S. and Canada. Nancy Bailey & Associates will leverage its deep experience in licensing food brands to create and execute strategic licensing programs that communicate the brands' characteristics of high quality and freshness.

Chiquita is the number one consumer preferred banana brand globally and has 99% brand awareness among American consumers. Americans also consume 20 million servings of Fresh Express salads each week, making it the number one salad brand in the United States.

The team will help Chiquita extend its flavor profile and value-added ingredients, as well as its iconic logo, the Miss Chiquita brand character, and its vintage artwork into multiple product categories. Fresh Express will also extend its brand in both food and non-food categories.

Nancy Bailey & Associates will target food, drug and mass retailers, to distribute a wide range of Chiquita and Fresh Express branded products for launch in 2012.



Rosa Mexicano Restaurants is partnering with Beanstalk to extend its authentic and modern Mexican fine dining experience into food and beverage categories.

Opening its first location over 25 years ago, Rosa Mexicano now has ten locations in New York City, Washington D.C., Baltimore, Los Angeles, Miami, New Jersey, South Beach, and Atlanta, with aggressive plans for growth. The restaurant is known for redefining flavorful and traditional Mexican cuisine, as well as providing a stylishly festive atmosphere. Beanstalk looks forward to bringing the brand's unique flavors to American homes in categories such as frozen meals, appetizers, salsas, marinades, sauces, chips and snacks, alcoholic beverages and mixes, and frozen novelty.



In Other Beanstalk News...

Website Redesign

Beanstalk has launched our newly redesigned website! The new site features updated content and improved usability. Please visit www.beanstalk.com. We hope you enjoy the site and welcome your feedback.

International Licensing Expo 2011

Beanstalk and Nancy Bailey & Associates will be exhibiting at the 2011 International Licensing Expo, Booth #5063 at the Mandalay Bay Convention Center, June 14-16. We will be prospecting on behalf of our client roster of blue-chip brands, entertainment properties and celebrities, as well as meeting with potential new clients and business partners. In addition, we will be holding demonstrations of our new TransAct™ licensing program administration service. If you would like to schedule a meeting, please contact beanstalk@beanstalk.com.

While at the Show, be sure to also check out the Licensing University Seminar, "How to Develop and Manage a Successful Licensing Program," on Tuesday, June 14 from 3:15-4:45. The seminar will be moderated by Beanstalk's Brooke Bridges, AVP, Business Development & Marketing, with featured panelists Scott Bannell, Vice President, Corporate Brand Management & Licensing, Stanley Black & Decker and Ron Feinbaum, SVP and General Manager, Consumer Products-Home Category, Scripps Networks. For more information on the Seminar and how to sign up, visit

<http://university.licensingexpo.com/index.php/getting-your-brand-ready/>

For further information, email us at beanstalk@beanstalk.com