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Chupa Chups Names U.S. Rep

Feb 11, 2016 | By License! Global

Perfetti van Melle Group extends relationship with U.S. agency.

Lisa Marks Associates has been appointed as the North American licensing agency for Perfetti van Melle's Chupa Chups brand.

The licensing program will extend the confectionery brand across a range of categories including apparel, accessories, electronics, cosmetics and personal care, stationery and publishing, gifts, games and home products.

Chupa Chups was created in 1958, with artist Salvador Dali's original graphic representations. Today, according to Perfetti van Melle, nearly 5 billion Chupa Chups lollipops are consumed in more than 150 countries.

"We are delighted at the prospect of bringing the Chupa Chups lifestyle to the United States," says Christine Cool, licensing area manager, Perfetti van Melle. "Last year, we witnessed a great launch of our brand across all IT Sugar stores and it has confirmed that the American consumer is very appreciative of the colorful and playful style of the Chupa Chups licensed products. Lisa Marks Associates is the perfect partner to roll out the experience in the U.S., they have a deep understanding of brands and the skill to match them to innovative licensees who want to make products that stand out on the shelves."

Lisa Marks also represents Perfetti van Melle Group's Mentos brand.



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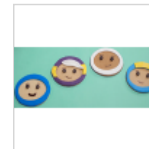
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