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LMA Deals for MoonPie Candy

Jul 24, 2015

The MoonPie brand is entering the confectionery world with MoonPie Bites, a new candy twist on the iconic snack.

Licensee Taste of Nature has developed a bite-sized confection inspired by MoonPie's traditional flavor triad of chocolate, graham and marshmallow, in a deal brokered by Lisa Marks Associates, licensing agency for MoonPie.

MoonPie Bites will launch in the third quarter across the U.S.



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LISA MARKS ASSOCIATES, MOONPIE, TASTE OF NATURE

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