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LMA Expands Peeps Roster

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Iconic marshmallow candy inspires outdoor décor, candles and more.

Licensing Agency Lisa Marks Associates has signed a number of new deals to bring the Peeps confectionery brand to a range of new categories including publishing and homewares.

Quarto Publishing Group USA will release the new cookbook *Peeps-A-Licious: 50 Ooey, Goey, Marshmallow Treats*, featuring a collection of Peeps-inspired recipes. Scheduled for release in March 2016 to coincide with Easter, the book includes recipes for cupcakes, cakes, cookies, bars and more, as well as decorating tips and kid-friendly recipes.



General Foam Plastics is creating a line of Peeps chick and bunny figures for outdoor lawn and indoor décor, along with blow-molded character treat buckets. The collection will launch in the U.S., Canada and Mexico in 2017.

In other home news, LMA has renewed Yankee Candle's license for a Peeps marshmallow-scented candle and home fragrance line. This program was recently expanded with 3D Peeps chick candles, mini jar candles, vent sticks and limited edition Peeps travel tins. The collection is sold at retailers across the U.S. including Yankee Candle outlets and is supported by Peeps-themed events.

LMA has also extended a number of other brand partnerships including with Lotta Luv (an affiliate of GBG Beauty), which will expand its line of Peeps lip glosses, lip balms, nail polish, kits and more; and with Trau and Loevner, which will build its apparel program for junior's, girls and young men within mass market, mid-tier and department stores.

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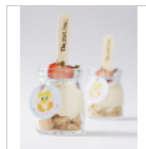
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