

LAS VEGAS
LICENSING EXPO 2016
JUNE 21-23, 2016



FROM CANDY TO CARS
AND EVERYTHING IN BETWEEN

[CLICK HERE TO LEARN MORE & REGISTER](#)



License!

GLOBAL

THE MOST WIDELY READ AND RESPECTED PUBLICATION IN THE LICENSING INDUSTRY

REACHING **80,000** EXECUTIVES EVERY MONTH

- [NEWS](#)
- [CURRENT ISSUE](#)
- [SUBSCRIBE](#)
- [CONTACT](#)
- [ABOUT](#)
- [LICENSING EXPO](#)
- [BLE](#)
- [LICENSECONNECT](#)
- [NYC SUMMIT](#)

[SEARCH](#)

Mentos to Premiere Licensing Plans

Jun 08, 2015

Confectionary brand Mentos is launching into North American licensing for the first time with the help of its newly appointed agent Lisa Marks Associates.

Known as The Freshmaker for the past 25 years, Mentos has a presence in more than 130 countries and brand awareness that averages more than 90 percent in the U.S., Europe and Japan.

Mentos is owned by the Perfetti van Melle Group.

"LMA has a perfect understanding of leveraging iconic brands and of how their emotional value can bring new concepts to today's dynamic markets," says Christine Cool, licensing area manager, Perfetti Van Melle. "We feel that they are the ideal partner to leverage Mentos in a fresh way, allowing Millennials to experience the brand in multiple dimensions",

LMA plans to roll out categories reflective of the interests of the Mentos consumer including apparel, accessories, electronics, personal care, stationery, publishing, gifts, games, home products and sports.

"Mentos fans are smart, stylish, fashionable and sophisticated, they enjoy life, and have a unique point of view on what's happening in the world," says Lisa Marks, president, LMA. "The Mentos licensing program will be as much about the fans as it is about this influential and engaging brand, and we are thrilled to guide its launch in North America."



Like 0

[LISA MARKS ASSOCIATES, MENTOS](#)

[MAGAZINE ARCHIVE](#)

[ADVERTISING / MEDIA KIT](#)

[NYC SUMMIT](#)

[TOP 150 GLOBAL LICENSORS](#)

[TOP GLOBAL LICENSING AGENTS](#)

[SUBSCRIBE](#)

[INDUSTRY CALENDAR](#)

[LEADING GLOBAL LICENSEES](#)

[JOB BOARD](#)

Don't miss your chance to be included in the



Top 150 Global Licensees

Deadline is March 30!

CLICK HERE TO SUBMIT NOW



BOLOGNA LICENSING TRADE FAIR

Making licensing work

Use the code **LICGLO16** to get your free pass.

4 - 6 April 2016
Bologna - Italy

ARTICLES YOU MIGHT LIKE



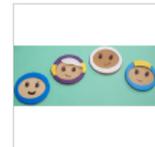
Krispy Kreme Unveils Cake Mix



Garfield Adds Chocolate Bars



Carvel Dishes Oreo Ice Cream



CBeebies Series Inspires 'Bake Off' Winner

LG

Fly away on a Sanrio and EVA Airways Shining Star jet, decorated with the images...

Tue, 2015/06/23 - 10:00am

LG

SeaWorld has announced a new multi-million dollar area at its Australia park