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REAL *Deal*

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LMA Licenses MoonPie



Lisa Marks Associates (LMA), Inc., the North American licensing agency for Chattanooga Bakery's MoonPie, announced four new deals as part of the launch of the first-ever broad scale licensing program for the brand.

Trau & Loevner has been signed to create MoonPie tees and fleece for juniors, girls, and young men. The apparel will sell into mid-tier, mass, and specialty channels and is due to launch this quarter.

The Old Wood Company is developing the MoonPie Furniture Collection to include stools, accent tables, lazy susans, and other decorative furniture for the home. Set to release in early 2012, the collection will be available online and direct to customers, as well as through designers, furniture dealers, and specialty retail chains.

Collectible manufacturer Desperate Enterprises is launching a line of MoonPie tin signs and magnets, using retro and nostalgic logos, packaging and art to capture the classic and vintage aspects of the MoonPie brand. The line will be introduced at the Gift Show in January, and will sell online and in gift stores, specialty stores, Cracker Barrel, Bass Pro Shops, and at mass retail accounts.

MDI Entertainment, LLC a subsidiary of Scientific Games Corp., is creating a line of MoonPie lottery tickets for the North American market. This line will be available in spring 2012 where lottery tickets are sold.

LMA will continue to develop the MoonPie consumer products program with plans for additional apparel and accessories, gifts and collectibles, cosmetics, stationery and school supplies, domestics and room décor, and food products.