

Connect with
Leading Executives
in Brand Licensing and Retail

2018 **NYC SUMMIT**
THE BUSINESS OF BRAND LICENSING

FEBRUARY 20, 2018
CONVENE EVENT CENTER
117 W. 46TH ST. | NEW YORK, NY 10036

REGISTER NOW

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](#) | [LICENSETV](#) | [LICENSING EXPO](#) | [BLE](#) | [NYC SUMMIT](#)

SEARCH

LMA Expands PEZ, MoonPie and Warheads

Mar 17, 2017 | By License Global

New partners will expand the confectionery brands into crafting, apparel, collectibles and more.

Lisa Marks Associates has secured a raft of licensees to create new products inspired by the PEZ and Warheads candy brands as well as to celebrate the 100th anniversary of the MoonPie brand.

For PEZ, the licensing and marketing agency has tapped Wilton Industries for themed gingerbread houses, cookie-making kits, gingerbread decorating kits and candy. The program is set to launch for the 2018 holiday season at multiple retailers across North America.

In the apparel category, Signorelli has signed on for an extensive line of clothing for women, juniors and tweens. The new range will include fashion bodies, woven tops, pants, t-shirts, tanks, sweatshirts, hoodies, fleece tops, pants, leggings and dresses. Meanwhile, TAA Apparel will create a line of branded sleepwear and boxers for men and women.

Additional partners for PEZ include: Super Impulse for the World's Smallest PEZ and keychains; Castline for die-cast vehicles; Watchitude for watches; and Brush Buddies for an interactive toothbrush.

Next, for Warheads, the licensing agency has partnered with manufacturer Ghost to create a line of dietary supplements and nutritional products highlighting the candy brand's signature flavor. The line will be available in the U.S., Canada, Mexico, Australia, South Korea and the U.K., and will be sold globally online.

Finally, the MoonPie brand will fete its 100th anniversary with a slate of partners, including:

- Lionel for a collectible 100th anniversary boxcar;
- Zynga for a themed online casino game;
- Cornerstone Marketing Group to further develop the MoonPie Spirits line;
- Castline for die-cast vehicles;
- Desperate Enterprises for signs;
- Trau & Loevner for vintage t-shirts; and
- Covee for caps and beanies.

Additionally, the brand will host a centennial celebration at the Chattanooga Market in Chattanooga, Tenn. this spring, which will feature a ceremonial cutting and serving of the world's largest MoonPie as well as branded food and craft contests, gifts and jewelry. The event will also allow guests to participate in activities such as face painting, games, recipe tastings and more.

Like 0

[LISA MARKS ASSOCIATES, MOONPIE, PEZ, WARHEADS](#)



[MAGAZINE ARCHIVE](#)

[SUBSCRIBE](#)

[LICENSING EVENTS HQ](#)

[LICENSETV](#)

[RESEARCH & INSIGHTS](#)

[INDUSTRY CALENDAR](#)

[TOP 150 GLOBAL LICENSORS](#)

[ADVERTISING / MEDIA KIT](#)

[NYC LICENSING SUMMIT](#)



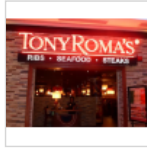
ARTICLES YOU MIGHT LIKE



[CAA-GBG Deals for Hershey's Merch](#)



[Campbell's & Hershey Pick Up New Snack Brands](#)



[Tony Roma's Comes to the Grocery Aisle](#)



[Regal Cinemas Cooks Up Cheetos Popcorn](#)

Covering the Growth of Toy Licensing for 20 Years

1998-2018
YEARS

LICENSE[®]
GLOBAL
THE LICENSING INDUSTRY'S THOUGHT LEADER
LICENSEMAG.COM

TRADE SHOW NEWS

[Top Retail Analyst to Open NYC Summit](#)
Dec 20, 2017

[NYC Summit to Focus on the Need for Speed](#)
Dec 14, 2017

[Aéropostale to Focus on Retail Innovation at NYC Summit](#)
Dec 11, 2017

[Registration Now Open for Licensing Expo 2018](#)
Dec 06, 2017

[Licensing Expo China to Debut New Zones, Matchmaking](#)
Dec 05, 2017



What Are the Hot Trends in Toys?

LICENSE[®]
GLOBAL

Knows

Book Smart, Book with the Leader



