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## LMA Adds Partners for Mentos, Pez

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### Agency expands product lineup for food brands including Chupa Chups, Smarties.

Licensing agency Lisa Marks Associates has signed a raft of partners to expand the merchandising programs for top food brands including Mentos, Chupa Chups, Pez, Smarties, Dum Dums, MoonPie and Warheads.



For Mentos, LMA has partnered with the Jay Companies for a range of Mentos candles, diffusers, tart burners and more; Rotuba Extruders will create a line of scented and unscented pens, pencils with scented toppers, scented rulers, car air fresheners and scented jewelry that will debut across the U.S. and Canada later this year; Desperate Enterprises will produce a line of tin signs and magnets for the U.S. and Canada; and Accessawear will release an electronics collection that will include water speakers, power banks, ear buds, headphones, thumb drives, selfie sticks, coin banks, cell phone cases and Bluetooth speakers.

LMA has also secured a deal with Tasty Beauty for a range of branded beauty products featuring the Chupa Chups and Pez brands. The new line will include lip balm, lip gloss, nail polish and accessories, cosmetic bags, gift sets and more and will launch in the U.S. and Canada later this year.

Meanwhile, American Classics has signed on to create a range of Pez, Smarties and Dum Dums t-shirts, hoodies and fleece. The new collection will be available for infants, toddlers, junior's, women and men this fall in North America.

Covee will also launch an apparel range featuring headwear for youth, junior's and young men, as well as a collection of knits, cold weather accessories and hosiery featuring Pez, MoonPie, Smarties and Dum Dums, both of which will launch later this year.

LMA has also partnered with Zynga for a MoonPie-themed, non-wagering social casino application with "True Vegas," a new game platform due to launch this year. The new program will expand Zynga's existing partnership with the brand, following the MoonPie's inclusion in the original "Hit it Rich"

game.

LMA has also tapped Taste of Nature to expand its current MoonPie offerings with new Halloween and Christmas assortments.

Finally, Bahama Buck's has signed on for Warheads-flavored syrup for its "sno" shaved ice products. The syrup is slated to launch this spring in the U.S.

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