

BUG POPS™ BRAND LICENSING GUIDE



Offered by:

Brands Worth Repeating

A Brief History of BUG POPS™

BUG POPS™ first gained national attention through its inclusion in tie-in promotions with Disney's The Lion King. Its playful combination of creepy-crawly fun and delicious frozen flavor made it an instant hit with children.

Now, we're proposing a new twist: Large Gummy Bugs on a Stick — a shelf-stable evolution of a beloved brand with modern appeal.

The Gummy Advantage Over Frozen Confections

- - Frozen products require specialized manufacturing lines and costly cold chain logistics.
- - Seasonal demand limits distribution and shelf presence.
- - Gummy candies are scalable, room-temperature stable, and easier to ship.

Case Study: Nerds® Transformation

- When Ferrara Candy revitalized Nerds® they built it into a \$50M brand. Recently they expanded the brand with an innovative twist and created Nerds Gummy Clusters.
- Results:
 - - Sales surged from \$50M to over \$500M annually.
 - - Demonstrates the power of strategic innovation on a nostalgic brand. BUG POPS™ is poised for a similar resurgence with the right partner.

Product Design Concepts



Sweet, Sour and Neon variations allow SKU expansion without operational overhauls

POS Display Concepts



Halloween Concept



Promotional Merchandise



BUG POPS™ Licensing Potential

- Gummy and Hard Candy POPS (Sweet & Sour Variants) - Neon Limited Editions for maximum visual shelf impact - Frozen Confections for those willing to take on the logistics
- Merchandise, Clothing, Textiles, Toys

Brand Recognition Advantage

- ❑ Startups require building a consumer trust from scratch
- ❑ BUG POPS™ enjoys legacy familiarity, nostalgia, and built-in appeal.
- ❑ Retailers are more likely to test products with known brand equity.

IntellectualProperty

LICENSING OFFER

Exclusive rights to use the
BUG POPSTM

Trademark for the Product or Product Line
you want to bring to Market for the United
States, its Possessions, Territories and
Military bases Worldwide

Next Steps

Decide what product or line of products

You want to license

**Do your due diligence to assess the
demand for what you want to bring to
market**

Contact us for Licensing proposal

CONTACT

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