

# 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

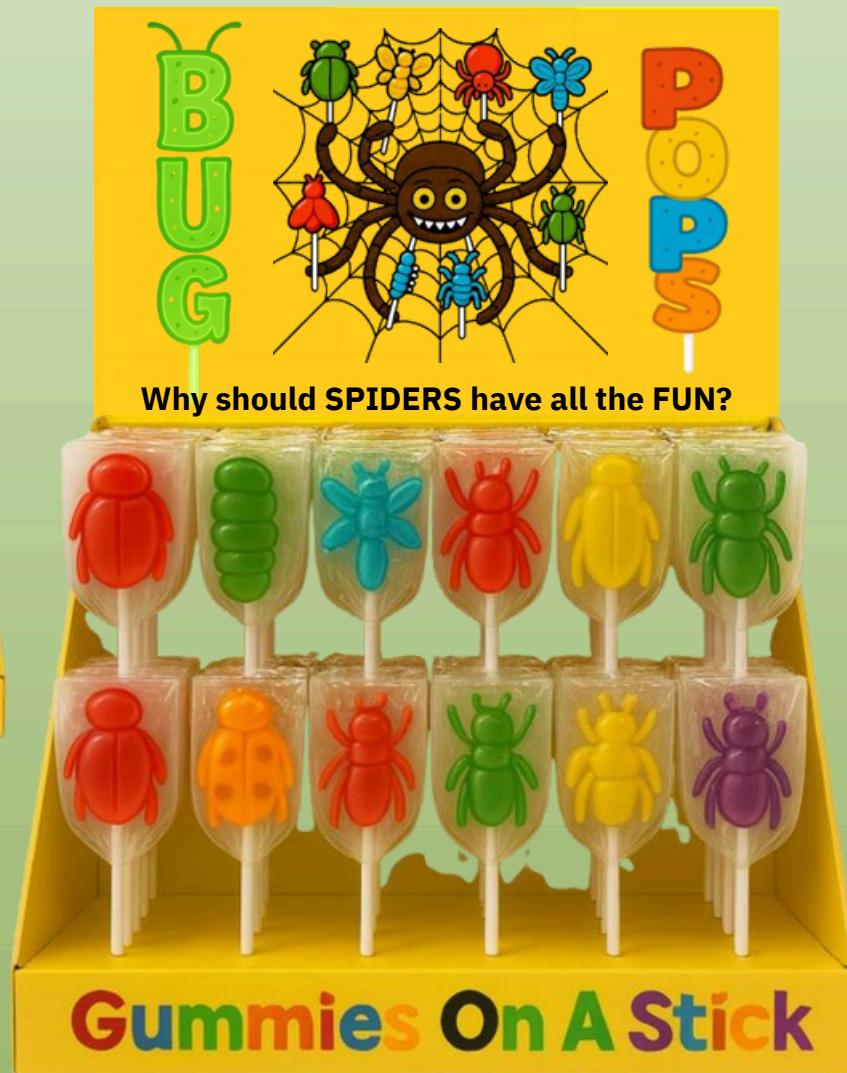


Sweet, Sour and Neon variations allow SKU expansion without operational overhauls

# 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

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Exclusive rights to use the

**BUG POPS™**

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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