

GIVE NEW LIFE....



...TO AN OLD FAVORITE

Brand Overview

CINN*A*BURST™



License Opportunity
Presented by...

Brands Worth Repeating

Brand History

CINN*A*BURST™ was introduced in 1991 by Warner-Lambert as a bold move to compete against Wrigley's Big Red.

It propelled Warner-Lambert into the confectionary business to the tune of Tens of Millions of Dollars.

It became so successful that they eventually launched two sister Brands, MINT*A*BURST™ and FRUIT*A*BURST™ which they eventually discontinued due to disappointing results.

CINN*A*BURST™ continued to flurry throughout the 90's until Pfizer absorbed Warner-Lambert and discontinued the confectionary branch.

Tagline & Visuals

Promoted as having such an intense cinnamon flavor...

“IT MIGHT NOT BE SUITABLE FOR ADULTS”.

To drive the point home, they employed advertising that resonated with the younger generations.



BRAND EXTENSIONS

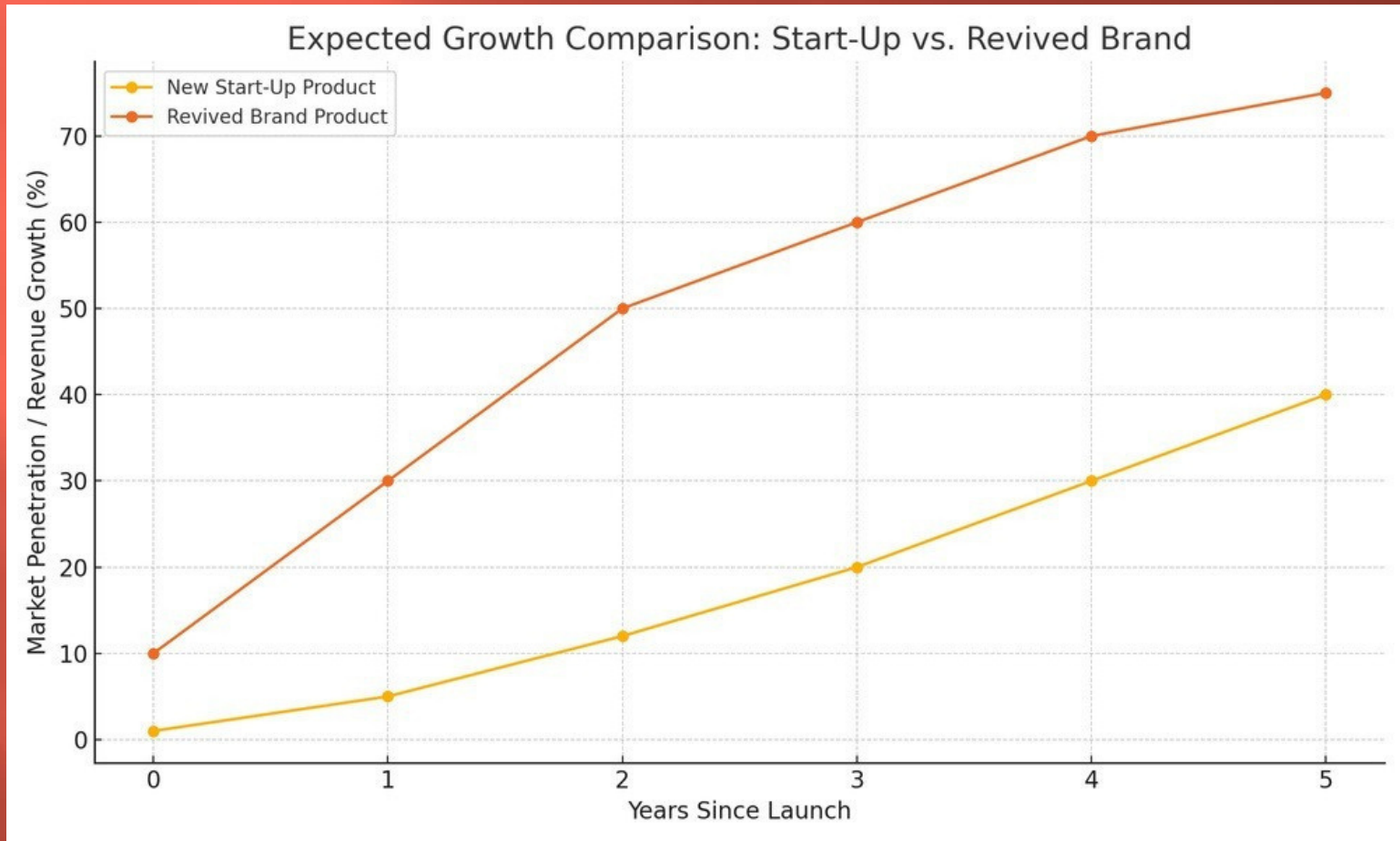
It started as a Gum,
but it doesn't have to END there!



Endless Possibilities



Growth Trajectory: Start-Up vs. Revived Brand



Promotional Ideas



Licensing Opportunity

License the EXCLUSIVE RIGHTS to the

CINN*A*BURST™

Trademark for a specific product or Line of
Products to Manufacture, Promote and
Sell for the Entire 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

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