

## Brands Worth Repeating, LLC Opens the Vault to America's Most Missed Brands

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A bold new platform is inviting brand visionaries, manufacturers, and creative entrepreneurs to join a growing movement: the revival of iconic, discontinued consumer brands. With a name that doubles as its mission, Brands Worth Repeating, LLC curates a collection of forgotten favorites—fully trademarked and ready for licensing or awaiting a launch to file a statement of use (SOU)—in categories spanning snacks, spirits, toys, entertainment, apparel, and beyond.

“We’re not just selling nostalgia—we’re offering it as a springboard for fresh products and category expansion,” said Rich Feleppa, founder and owner of multiple Nostalgic IPs showcased on the site. “These are brands with equity, emotional pull, and built-in recognition. All they need is the right partner to bring them back.”



### From the Gum Aisle to the Bar Cart

Among the most buzzworthy revivals is CINN\*A\*BURST—a '90s cult-favorite cinnamon gum now positioned for a relaunch or, reinvention as a bold cinnamon-flavored spirit and more.

Other relaunch-ready IPs include:

- BUG POPS – Confectionery meets entomology with insect-themed Gummy lollipops and novelty treats.
- VALEN TINY'S – A cheeky, heart-shaped candy brand with modern crossover appeal in fashion, greeting cards, and novelty gifts.
- GOLFSMITH, MR. MICROPHONE, MEXICAN HATS, LITTLE TOOT, SNACKWELL'S – Each with storylines rooted in American retail history, waiting for a reboot.

All brands are accompanied by downloadable pitch decks, visual identity assets, and licensing information designed to accelerate engagement.

### **More Than Nostalgia—It's Strategic Brand Alchemy**

The site's interface, designed for licensing ease and mobile responsiveness, connects curious licensees directly with the IP owner through an intuitive inquiry form. A unique feature allows visitors to pre-select a brand and submit interest with just a few clicks—no middlemen, no confusion.

In addition to candy and snacks, the platform showcases available trademarks across over 30 consumer verticals, including:

- Alcoholic beverages and mixers
- Toys and collectibles
- Over-the-counter personal care
- Apparel and accessories
- Retro electronics and games
- Baby items, cleaning products, cosmetics, and more

"When you combine an emotional connection with an Iconic trademark and a little marketing spark, you get a head start most new brands only dream of," said Feleppa.

### **Revive. Reimagine. Reissue.**

Whether you're a startup looking for a nostalgic hook, a legacy manufacturer expanding your portfolio, or a creative team looking to dust off a cult favorite—Brands Worth Repeating is a licensing laboratory for consumer revival.

To explore available brands or make a licensing inquiry, visit:

<https://BrandsWorthRepeating.com>

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