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PRESS KIT

DELIVERED BY: BEANSTALK

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Beanstalk Drives Brands Presence at Brand Licensing Europe 2018

Leading brand extension agency grows its client roster and continues to work with its esteemed clients to expand their licensing programmes through prominent new licensees

2018 has been another exciting year for brand extension agency Beanstalk. New client announcements included the appointment by **Alessi**, **Electronic Sports League (ESL)** and **Bruce Lee**. Beanstalk also worked closely with other clients to launch new product ranges, added new licensees and expanded its geographic reach.

In Europe, Beanstalk was appointed to represent the world-renowned Italian design company **Alessi**. Founded in 1921, Alessi is a pioneer in design-led, quality home products, and continues to be synonymous with world-class collaborations with over 300 leading global designers and architects. Beanstalk is seeking new opportunities for Alessi in a range of categories.

In Europe and North America, Tinderbox, the digital division of leading global brand extension agency Beanstalk, was appointed to represent the world's largest esports company **Electronic Sports League (ESL)**. ESL is a leader in hosting and broadcasting some of the largest esports events including Intel Extreme Masters, ESL One and Pro League. Tinderbox is actively pursuing opportunities in apparel, accessories, consumer electronics and other lifestyle categories.

Beanstalk was appointed to globally represent elite martial artist and actor **Bruce Lee**. The Bruce Lee brand vision is a healthy, vibrant lifestyle that encourages each one of us to live our best life - fit, self-assured, and mindful. Beanstalk will seek new opportunities for the Bruce Lee brand in fitness, digital, lifestyle and health and wellness categories.

Beanstalk client **Bear Grylls** has partnered with Tobar, a UK based business since 1973, to create a range of insect powder protein and energy bars. The insect powder product range consists of high-protein and energy insect powder bars that will be performance oriented and contain protein made with insect powder from buffalo worms, which are grown in European insect farms. The new insect powder products are made from 100 per cent natural ingredients. The two high-protein insect powder bars are apricot, cranberry and chia flavour and dark chocolate and fig flavour whilst the energy insect powder bars are orange and dark chocolate and apple, caramel and cinnamon. The insect powder bars are set to launch in late 2018 and will be available across Europe.

Multiple new agreements have been signed for Beanstalk client, Diageo, a global leader in beverage alcohol. **BAILEYS®** has partnered with Finsbury Food Group, the market leaders in creating licensed cakes, to create an indulgent BAILEYS Freakshake cake, which includes a delicious layer of chocolate sponge covered in luxurious BAILEYS frosting and topped with rich chocolate brownies. The cake launches in September at Asda. BAILEYS extended its partnership with TASSIMO, the only single cup brewer that delivers authentic café-style beverages using unique INTELLIBREW™ technology brewing the perfect drink each and every time, for a new SKU range of Hot Choco pods. The pods are a delicious combination of chocolate with the rich velvety taste of BAILEYS to create a truly indulgent hot chocolate and launched across German grocers in September. Meanwhile, **GUINNESS®** has launched a new range of jewellery with leading Irish home and giftware company, Newbridge



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Silverware. The new designs include bracelets and necklaces that incorporates GUINNESS' unique IP. GUINNESS has also translated its distinct flavour into a bold and malty cheddar cheese with new licensee Windyridge, a UK-based speciality cheese producer. GUINNESS Cheddar launched in Selfridges & Co. in August with further launches planned for North America.

In the hard goods sector, Beanstalk is actively developing the **Stanley, BLACK+DECKER, DEWALT** and **FACOM** licensing programmes. The Stanley programme continues to grow across Europe due to its close-to-core positioning strategy targeted towards core Stanley professionals and DIYers, cementing the brand's strong pan-European position within the hardware and tools category in professional trade and DIY. DEWALT has further leveraged its core equity of 'Guaranteed Tough' by extending into close-to-core categories with the launch of DEWALT 2-Way Radios, DEWALT Material Handling products and DEWALT Generators across Europe. The BLACK+DECKER programme continues to build in the UK and Europe upon its successful core home product ranges which include the iconic Dustbuster™, extending the brand into a number of new categories such as Manual and Motion Sensor Technology Bins, Manual Cleaning Tools, Laundry Management Products, Heating and Cooling Appliances and Small Kitchen Appliances. FACOM is the market leader in premium quality hand tools in France and this will be the key territory focus for the brand to extend into new automotive-related categories.

Beanstalk continues to grow the global licensing programme for longstanding client **Procter and Gamble**. Following the success of **Braun** AW10 and AW50 watches, Braun has collaborated with Dietrich Lubs on an evolution watch model called the AW10 EVO which launched in August.

Beanstalk client **TGI Fridays™** launched a range of three signature Ready-to-Drink cocktails - Long Island Iced Tea, Pink Punk Mojito and Passion Fruit Martini – with Manchester Drinks which launched exclusively at Tesco in September. The brand's newest licensee Rastelli Foods Group launched a wide range of frozen food products in the United Arab Emirates in September. The range includes chilled meats, frozen appetisers and centre-of-plate, among other items. After a successful TGI Fridays™ gifting range in 2017, IG Design Group is expanding the line to include a Cocktail Shaker Set, Sundae Set, Fajita Sizzler Pan. The new range will be available in Boots stores later this year.

Energizer Brands, LLC has expanded its existing licensing programme with long term partner B&M Retail Ltd. The new range Energizer branded premium Lighting and Power Products is launching in Q4 2018 and will complement B&M's successful Eveready ranges. Furthermore, the retailer has expanded the Eveready programme in Europe thanks to its acquisition of German retailer Jawoll, which will be rolling out over 30 SKUs across 80 stores. In 2018, Custom Accessories Europe (CAE) announced an endorsement partnership with Edd China for its Energizer Lithium-Polymer Jump Starter. Through its licensing partnership with Energizer® Brands, LLC, CAE produces a premium range of Energizer automotive power products, with leading TV and online influencer Edd China coming on-board to endorse the range's 'hero product' jump starter, through online channels, print media and live events.

Beanstalk continues to grow the **Jack Daniel's®** licensing programme with its new partnership with Beams International for a gifting range. For the first time ever, the gifting range featured the wider



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Jack Daniel's® Family of Brands, including Tennessee Cider, Tennessee Fire and Gentleman Jack. The quality gifting range is available at leading UK department stores, supermarkets and gift specialists. The success of the gifting range has resulted in the brand gaining a new retailer partner with One Shop and Asda has taken the wider Jack Daniel's® gifting range as a year-round offering for 2018.

Leading lollipop brand, **Chupa Chups** launched a range of filled doughnuts with candy crunch toppings inspired by Chupa Chups with licensee Vandemoortele. The range was launched in Spring 2018 in France, Belgium, Netherlands, with more countries rolling out later in the year. In April 2018, de Beukelaer – Griesson launched a range of refreshment sticks in two original Chupa Chups flavours, Strawberry and Apple, across grocery stores in Germany.

To find out more, please stop by the Beanstalk stand **#K80** at Brand Licensing Europe 2018, visit our website: **www.beanstalk.com**, or contact Louise French, Vice President Marketing and Business Development, International, at **louise.french@beanstalk.com**.



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GLOBAL ADVENTURER BEAR GRYLLS TO LAUNCH A RANGE OF INSECT POWDER HEALTH BARS

London, UK, October 4, 2018 – World-renowned adventurer and best-selling author, Bear Grylls, has partnered with Tobar, a UK-based business since 1973, to create a cutting edge range of insect powder based health bars. Beanstalk, Bear Grylls' brand extension licensing agency, brokered the agreement.

Building on the tremendous brand loyalty behind adventurer and global television personality Bear Grylls, the range will leverage the brand's vision to 'Inspire, Equip and Empower.' The insect powder bars are set to launch in late 2018 and will be available across Europe. The insect powder product range consists of high-protein insect powder bars and energy insect powder bars that contain protein made with insect powder from buffalo worms, which are grown in European insect farms. The new insect powder products are all gluten free, high in fiber and contain no artificial ingredients.

Gary Bartlett, Specialist Product Developer at Tobar, says, "Farming insects uses significantly less land and water, produces fewer greenhouse gasses and is a highly nutritious alternative to traditional protein production. We are hugely excited to work with Bear Grylls on this project to promote the benefits of buffalo worm powder and the health bar range to fans."

The two high-protein insect powder bars are apricot, cranberry and chia flavour and dark chocolate and fig flavour whilst the energy insect powder bars are orange and dark chocolate and apple, caramel and cinnamon.

Bear Grylls is former British Special Forces, an Everest mountaineer, TV host and a No. 1 best-selling author. He has become known around the world as one of the most recognized faces of survival and outdoor adventure. His Emmy award-winning television shows, *Man vs. Wild* and *Born Survivor*, have become two of the most watched programmes on the planet, with an estimated audience of 1.2 billion. Since then he has gone on to host more extreme adventure TV shows across more global networks than anyone else in the world, including the BAFTA award-winning *The Island with Bear Grylls* and BAFTA award-winning *Bear Grylls Survival School*. In addition Bear produces and hosts 'Bear's Mission with...' for ITV, NBC's 'Running Wild', 'Absolute Wild' for Dragon TV in China and 'Face the Wild' for Facebook Watch. Bear is an Honorary Colonel to the Royal Marine Commandos and the youngest-ever Chief Scout, and inspiration to fifty million Scouts worldwide.

Rupert Tate, CEO of Bear Grylls Ventures, says: "We are excited to bring these protein bars to market, with Tobar. The brand's vision to Inspire, Equip and Empower will transfer perfectly into the health bars."

Lisa Reiner, Managing Director of Beanstalk for Europe and Asia Pacific, commented, "As the global authority in outdoor adventure, Bear Grylls is constantly testing boundaries and sharing his stories with fans. The new range insect powder bars captures the essence of the Bear Grylls brand and allows fans to fuel their next adventure."

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About Bear Grylls Ventures

Bear Grylls Ventures (BGV) is a management and production company based out of the UK. BGV manages all television, film, books, licensing and endorsement deals for Bear Grylls. The goal of the company is, as a team, to inspire and encourage men, women, boys and girls, to listen to their adventure selves - to get out there and go climb their mountains, to break some rules, to go the extra mile in all they do, to protect those who are struggling and to walk the path less trodden. BGV stands for the positive, the kind and the quietly courageous. We know that those that endure are those that win.

About Tobar

Tobar (<http://www.tobar.co.uk/>) has been trading for over 40 years and is an innovative multi-channel supplier and development centre for a wide range of product categories. Tobar provides full supply chain solutions from product innovation, sourcing, packaging, storage and logistics from its UK home in Norwich. Tobar serves a broad range of customers, from large national accounts to local independents, all with high levels of service. The business has extensive export capabilities with sales offices in France and Scandinavia, along with agents across the globe.

About Beanstalk

Beanstalk, a global brand extension agency, works closely with our clients to unlock brand equity and create many of the world's most recognizable products and services. We help leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer.

Beanstalk offers a breadth of services including brand representation, manufacturer representation, icon representation, retailer partnerships, STUDIO B creative services, approvals management, legal and financial services, and royalty auditing. Blueprint – Powered by Beanstalk, our consulting division, advises clients through four key practice areas: brand extension + retail development, research + insights, design + identity, and operations + governance. Tinderbox, our digital division, works with gaming and new media properties to realize their potential in the world of consumer products.

The company is headquartered in New York, with offices in London, Miami and Cincinnati and affiliates throughout the world. For more information, please visit www.beanstalk.com. Beanstalk is a member of the DAS Group of Companies.

About the DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.



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BEANSTALK CLIENT TGI Fridays™ TO LAUNCH A RANGE OF READY-TO-DRINK COCKTAILS

London, UK, September 14, 2018 – The first original American bar and grill brand, TGI Fridays™ has partnered with Manchester Drinks, a UK-based manufacturer, to launch a range of TGI Fridays™-branded ready-to-drink cocktails. Beanstalk, TGI Fridays™ brand extension licensing agency, brokered the agreement.

TGI Fridays™ is recognised for its personalised service, authentic American food and fun cocktails. This new range of ready-to-drink cocktails leverages the brand's Friday celebration feeling and allows fans and cocktail lovers to enjoy delicious blends from the TGI Fridays™ cocktail menu in the comfort of their own home.

Specifically selected from the brand's extensive cocktail menu, the ready-to-drink cocktails are available in Passionfruit Martini, Pink Punk Mojito and Long Island Iced Tea, and contain no artificial colours or flavours. The ready-to-serve cocktails launched in September in 500ml bottles exclusively at Tesco stores across the UK.

Chris Phylactou, Vice President of Global Licensing, Strategic Sourcing and Brand Protection at TGI Fridays™ commented: "For the first time, TGI Fridays™ is set to launch a range of signature ready-to-drink cocktails for the UK market. Since 1965, our skilled mixologists have delivered the most innovative cocktails with the tastiest ingredients in-restaurant, with a history of over 500 cocktails on-menu. Through this collaboration between TGI Fridays™ and Manchester Drinks' expert teams we are thrilled to offer fans of our restaurants the opportunity to enjoy TGI Friday's™ cocktails in between restaurant visits, as they have been able to do in the US for many years."

"TGI Fridays™ is renowned for its sociable atmosphere and the celebration of that Friday feeling, something all of us can relate to. We have identified a strong opportunity to attract shoppers to the Ready-to-Serve fixture by offering the adventure and innovation of the TGI Fridays™ cocktail menu in stores" said Richard Benjamin of Manchester Drinks. "We are delighted to launch our range of pre-mixed cocktails, which provide a simple way for consumers to enjoy the authentic taste of TGI Fridays' cocktails at an affordable price."

Lisa Reiner, Managing Director of Beanstalk for Europe and Asia Pacific, says: "As TGI Fridays™ is recognised for its authentic American food and famous cocktails, Manchester Drinks, a leader in the ready-to-drink cocktail market, is an ideal partner to translate the brand's cocktail heritage into products for consumers to enjoy outside of the restaurants. The new product range perfectly captures the essence of the brand and allows fans to re-create signature TGI Fridays™ cocktails at home."

About TGI Fridays

As the original casual dining bar and grill, TGI Fridays™ offers authentic American food and legendary cocktails, served with genuine personal service. Bringing people together to socialize and celebrate the freeing and liberating spirit of "Friday" was the concept's founding premise, from which the brand promise "In Here, It's Always Friday®" was born. To share that social Fridays™ experience all

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over the world, TGI Fridays™ proudly serves guests with over 900 restaurants in more than 58 countries. TGI Fridays™ has 84 restaurants nationwide in the UK (2018).

TGI Fridays™ believes in having a good time, but also in the importance of drinking responsibly. Additionally, its Responsible Business Program is focused on positively impacting the communities it serves. For more information, visit www.fridays.com.

About Manchester Drinks

Established in 2005, Manchester Drinks is a leader in the UK ready-to-drink market and provides a wide range of award-winning own-label and branded cocktails in bottle, can and freezable pouch formats, as well as flavoured shots. The company also offers a range of non-alcoholic, portable fruit squash products.

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**BEANSTALK CLIENT TGI Fridays™ TO LAUNCH
A RANGE OF TGI Fridays™ PRODUCTS IN THE MIDDLE EAST**

London, UK, September 19, 2018 – The first original American bar and grill brand, TGI Fridays™ has partnered with Rastelli Foods Group, a premium meat and seafood provider for retail, to launch a range of TGI Fridays™ products in the Middle East. Beanstalk, TGI Fridays™ brand extension licensing agency, brokered the agreement.

Rastelli Foods Group collaborated with TGI Fridays™ development chefs to exclusively create the products for the Middle East. The initial range includes a number of TGI Fridays™ most famous menu items including Chickens Wings, Premium Burgers and Mozzarella Cheese Sticks.

The range will be debuting in the United Arab Emirates at one of the largest supermarket chains and will shortly be followed by launches in Saudi Arabia and Kuwait. In support of the launch, the supermarket chain will feature the new products and will also host sampling events for fans to taste and enjoy the products.

In 2019, the TGI Fridays™ range is expected to launch additional SKUs within the frozen category including appetizers, centre-of-plate and desserts, and will be available in other retail channels throughout the region.

Chris Phylactou, Vice President of Global Licensing, Strategic Sourcing and Brand Protection at TGI Fridays™ commented: “In 1996, TGI Fridays™ opened its first restaurant in the Middle East and it has since expanded to over 68 restaurants, becoming one of the most popular casual dining experiences in the region. We are thrilled to have the opportunity to expand TGI Fridays™ product offering with Rastelli Foods Group and deliver brand admirers a new way to make every day like Friday.”

Tony Rastelli, of Rastelli Foods Group, said, “We are excited to be working with TGI Fridays™ to extend its authentic American food offer in the Middle East. Rastelli has been providing premium foods in the region for many years, and the addition of TGI Fridays™ to our portfolio will help us reach a new consumer base of TGI Fridays™ fans and reward their brand loyalty with food that provides the authentic restaurant experience at home.”

Lisa Reiner, Managing Director of Beanstalk for Europe and Asia Pacific, says: “As the demand for authentic American style foods in the region has grown rapidly, this is the perfect time for TGI Fridays™ to partner with Rastelli Foods Group to launch the new TGI Fridays™ range and to expand that Friday feeling in the Middle East.”

About TGI Fridays

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TGI Fridays™ believes in having a good time, but also in the importance of drinking responsibly. Additionally, its Responsible Business Program is focused on positively impacting the communities it serves. For more information, visit www.fridays.com.

About Rastelli Food Group

Rastelli Foods Group has been at the center of food management since 1976. We are an industry leading corporation supplying the finest hotels, restaurants, institutions, and retail markets with the highest quality food products and service. Since our inception, we have expanded our operation of eight retail locations to three high quality, USDA inspected processing facilities, warehouses, and distribution centers.

Rastelli Foods Group is a world-class provider of products that set the standard in taste, quality, cleanliness, and safety from each of our food processing plants. We take ownership of the production process; hand trimming, processing and packing in our state-of-the-art facilities. Through direct ownership or proprietary partnership; we select the finest products for our customers and carefully monitor quality throughout all of the steps needed to fulfill orders.

Today, commercial clients are able to expand their food product offerings with an extensive menu of gourmet meats, seafood, heat and serve items, desserts and gift packages through our national home delivery program.

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BEANSTALK TO REPRESENT PERFORMANCE ARTIST PANDEMONIA



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New York, NY September 18, 2018 – Pandemonia, a performative and traditional artist, has signed an exclusive representation agreement for licensing with Beanstalk.

Pandemonia is a character and persona created as conceptual art by an anonymous London-based artist that has appeared in the art and fashion world since 2009. Clad in a latex full-head mask with stylized hair and latex dresses, Pandemonia is seven feet tall and is often accompanied by an inflatable white dog named Snowy. Her persona is made entirely of latex and thus her artwork is the natural progression and continuation of Pop Art

In a world where we are constantly assaulted - visually, aurally, and by an incessant, frenzied media, Pandemonia manages to achieve something of a modern miracle: she gets people's attention. Pandemonia always draws a crowd on the street, fascinating people who are bewildered and intrigued to know more. Because she's so visually curious, Pandemonia has received media coverage in Vogue Italia, Vogue China, Harper's Bazaar, Hello!, OK!, and the New York Times, among others

Beanstalk sees advertising and promotional opportunity for Pandemonia with brands in Asia and with high fashion brands – both milieus that can appreciate her sophisticated, plasticine aesthetic. There is also opportunity with more mainstream brands that can embrace Pandemonia as the wonderful curiosity she is.

"We came to represent Pandemonia as an Icon because she's a singularity," says Martin Cribbs, VP, Brand Management. "Dually, she's a (lowercase) icon, an anthropomorphic latex statuette. From a brand perspective, she embodies the sophisticated, plasticine aesthetic of a Harajuku toy that appeals to both luxury and mainstream consumers. You don't have to know anything about who or what she is to delight in her being."

Pandemonia commented on the partnership with Beanstalk saying, "I'm looking forward to working with Beanstalk. It is exciting to be with a team that appreciates the art behind Pandemonia and is committed to cultivating her message."

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