

The TOTAL LICENSING REPORT

The weekly newsletter connecting the industry around the world

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Mars Partners with CandyRific

Mars Retail Group (MRG) partnered with licensee CandyRific to develop a range of novelty candy items featuring Star Wars and M&M's characters. The novelties will be available in January to all retail channels, including convenience, drug, grocery, and mass.

New items include: M & M's Brand Star Wars Fan, a child-safe candy fan topped with an M&M's character dressed as a character from Star Wars; M&M's Brand Star Wars Coin Bank, a coin bank topped with an M&M's character dressed up as a Star Wars personality; and M&M's Brand Star Wars 9" Dispenser, a working candy dispenser that dispenses M&M's Brand Chocolate Candies and is topped with an M&M's character dressed as a character from Star Wars.