



HIGHLIGHTS

98% milk 100% fun
In 76 countries
Strong digital activation
A variety of sparking designs

BRAND DNA

Goodness above all
Sparking childlike joy!
For the never too serious

CORE TARGET

Fun Family Vintage



WRAP YOUR PRODUCT IN GOODNESS



404-731-2083



carol@dplicensing.com



linkedin.com/in/caroljanet



CORE TARGET
Fun Family Vintage

BRAND DNA
Snack like you
Unwrap a wedge
Laughter is a magical
ingredient

HIGHLIGHTS
The original cheese snack
Almost a century of laughter
In 136 countries
Creamy creative platforms

**ADD A PORTION OF LAUGHTER
TO YOUR PRODUCT.**



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