



FOR IMMEDIATE RELEASE
September 2, 2009

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IMC Licensing Introduces Chiquita™ Banana Bread Mix

LOUISVILLE, KY – IMC Licensing the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has negotiated a new licensing agreement for Chiquita Brands International, Inc. a leading international marketer and distributor of high-quality fresh fruits and vegetables including the Chiquita® and Fresh Express® brands, to produce Chiquita Banana Bread Mix. The licensee is Massachusetts-based Concord Foods, Inc., a leading supplier of retail food products and custom ingredients to nationally recognized supermarkets, food service operators and leading food manufacturers.

The CHIQUITA BANANA BREAD MIX, unlike current all-in-one dry mixes, is a unique offering that simply requires two bananas, water and an egg to be added to the mix. As a result, this bread has an authentic banana flavor combined with a moist texture. In addition, this innovative product will be displayed and sold in the fresh produce department of major food retailers next to bananas, providing consumers with bananas and a banana bread mix in one easy location. When prepared, the banana bread has 0 trans fats, is preservative free and contains real bananas.

According to Judy Chen, marketing and business development, "This is another example of how we can leverage the Chiquita brand to support the company's strategy of providing more convenient, healthy food options to meet consumer needs."

“This innovative banana bread mix gives consumers a convenient “from scratch” option, said Charles Olins, V.P. sales and marketing at Concord Foods Inc. “CHIQUITA BANANA BREAD MIX is a natural companion product for fresh produce, which provides consumers with a unique tasting, healthy treat.”

Consumers will be able to start purchasing the product in the U.S. in October 2009. CHIQUITA BANANA BREAD MIX is packaged in an eye catching decorated box featuring the instantly recognizable Chiquita logo. The mix will be available in 12 unit cartons and 48 unit floor display shippers. Distribution channels are expected to include retail grocery stores, mass merchandisers and club stores in the U.S. The launch will include a comprehensive in-store merchandising program including on-pack coupons, in-store displays and sampling events.

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused and innovative approach to brand building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products.

In addition to Chiquita Brand International, IMC Licensing has worked with companies like SC Johnson, Pinnacle Foods, Jel Sert, Pet Brands, Valvoline, General Mills and Borghese. For more information, please visit www.imclicensing.com.

ABOUT CONCORD FOODS

Concord Foods Incorporated is a leading supplier of retail food products and custom ingredients to nationally recognized supermarkets, food service operators and leading food manufacturers. Concord Foods retail division offers a wide variety of produce friendly items from Candy Apple Kits to produce seasoning mixes. Consumers count on our quality products to glaze pies, create guacamole and batter onion rings. Concord Foods ingredients division develops and custom designs products for the food service, confectionery, ice cream and dairy industries including beverage bases, syrups, toppings, variegates, flavor bases, baking mixes, breaders and batters. For more information, please visit www.concordfoods.com.

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