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IMC Licensing Announces New Frozen Novelties Licensing Deal for Dole

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 [Dole Food Company, Inc.](#), the world's largest producer and marketer of high-quality fresh fruit and fresh vegetables, to produce a new line of fruit-inspired novelties. The licensee is Barrington, Illinois-based [Target Foods LLC](#), a progressive supplier of ice cream and frozen novelty products.

Dole Fruit Bars are frozen fruit bars made of all natural Dole fruit and juice in incredible natural flavors including grape, raspberry, strawberry and acai blueberry. This new line of frozen novelties is naturally fat free and delicious, appealing to consumers of all ages. No Sugar Added options will be available soon.

Dole Fruit Bars will launch in January 2010. Distribution channels are expected to include retail grocery stores, mass merchandisers and club stores in North America with product available in 6, 12, 18, 24 and 36 unit cartons.

Initial products for retail include:

- Variety Pack: 12 units of 1.5 fluid ounces in Grape, Raspberry, Strawberry
- Strawberry: 6 units of 2.75 fluid ounces
- Acai Blueberry: 6 units of 2.75 fluid ounces

Initial products for club stores include:

- Variety Pack: 36 units of 1.5 fluid ounces in Grape, Raspberry, Strawberry
- Acai Blueberry: 18 units of 2.75 fluid ounces

According to Cara Bernosky, IMC Licensing President and Co-founder, "Dole Fruit Bars leverage Dole's iconic brand recognition as the world's leading fresh fruit producer and extend its brand equity into delicious new line of better-for-you frozen novelties. We are delighted to bring together Dole and Target Foods to create this innovative new product line, further extending the Dole brand presence in the frozen foods aisle."

"With respect to our license with Dole, our first order of business has been to design an impactful package using the design elements that Dole recently introduced for their family of products," said Jerry Isaacson, President and CEO of Target Foods. "We have identified key accounts for our initial product launch and have begun that process. With the help and support of the team at Dole, we see the Dole brand of Dole Fruit Bars as the category leader."

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused 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 Dole, IMC Licensing has worked with companies like Duncan Hines, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit www.imclicensing.com.

ABOUT DOLE FOOD COMPANY, INC.

Dole Food Company, Inc., with 2008 revenues of over \$7 billion, is the world's largest producer and marketer of high-quality fresh fruit and fresh vegetables. Dole markets a growing line of packaged and frozen foods, and is a produce industry leader in nutrition, education and research. For more information, please visit www.dole.com.

ABOUT TARGET FOODS

Target Foods is a progressive company with a long history in the frozen ice cream and novelty category. The team has been associated with the top selling brands including Klondike, Eskimo Pie, OREO, Breyers, Haagen Dazs, Nestle, Drumstick, Popsicle and Good Humor with experience in a broad range of disciplines including retail, membership clubs, distribution, manufacturing, sales and marketing. For more information, please visit www.target-food.com.

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