



**FOR IMMEDIATE RELEASE**

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**IMC Licensing Signs Agreement to Represent Roman Meal**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [Roman Meal](#), a producer of whole grain products including breads, buns and cereals in the United States, to develop a portfolio of new brand-building licensed food products for the company.

Roman Meal has long been known as "The Original Whole Grain Bread," as it was one of the first whole grain bread brands available nationally. Roman Meal bread is baked locally and distributed by partner bakeries across most of the U.S.

Founded in 1912, Tacoma, Washington-based Roman Meal has a rich history. The company was created when Dr. Robert Jackson, an avid historian and physician, used the grain-based diet of ancient Roman foot soldiers to improve his deteriorating health. As a result, he developed Dr. Jackson's Roman Health Meal, a hot breakfast cereal of whole grain wheat, rye, bran and flaxseed, which he then sold to many of his patients. In 1928, William Matthaei, a master baker descended from a long line of German bakers, purchased the Roman Meal Company from Dr. Jackson and created a new product, Roman Meal bread. The company remains family owned today and partners with more than 90 bakeries in the United States and internationally to ensure the freshest quality possible.

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are delighted to represent Roman Meal, an iconic brand known from its outstanding quality and nutritional value as the leader in

whole grain goodness. We plan to leverage Roman Meal's high consumer awareness and heritage to reach consumers and to reinforce the brand's long-standing message of health and wellness."

"We look forward to working with IMC Licensing to help bring Roman Meal to more health-conscious American consumers who want to improve their own well-being while enjoying all the taste and goodness that Roman Meal has to offer," said Luis Pedroza, vice president of marketing for Roman Meal.

IMC Licensing plans to extend the Roman Meal brand across a wide range of new categories that help extend the relevance of the brand. Initial categories may include whole grain products that enhance the brand's connection to healthy eating and good nutrition including bagels, muffins, pizza crusts; baking mixes; whole grain salty snacks and crackers; breakfast cereals, pastas, and frozen breakfast foods featuring whole grain goodness.

#### **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 Roman Meal, IMC Licensing has worked with companies like Duncan Hines, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

#### **ABOUT ROMAN MEAL**

For nearly 100 years, Americans have trusted Roman Meal to help them live a healthier, good life. Roman Meal products provide Natural Whole Grain Goodness® in every bite. The company, with the help of its baker partners, distributes a wide range of bread products and hot cereals.

For more information please visit [www.romanmeal.com](http://www.romanmeal.com).

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