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IMC Licensing Announces New Frozen Novelties for Sunkist

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 [Sunkist Growers](#), America's oldest and largest cooperative citrus marketing company, to produce a new line of ice cream, sherbet and frozen dessert treats for all ages. The licensee is WillBe, LLC, doing business as Game On Foods, a licensee of frozen pizza, ice cream and frozen novelty products for grocery, convenience stores and foodservice accounts nationwide.

The complete line of Sunkist ice cream, sherbet and frozen novelties will launch during the first half of 2011 in North America. The line of frozen fruit treats is one that kids will love because of the kid-friendly taste and fun-to-eat form, and parents will love because they are made from all natural ingredients. These frozen fruit treats come in fruit bar form as well as in pint and quart varieties. Made with 100% fruit juice, fruit puree and fruit pieces, they are all natural, vegan, preservative-free, gluten-free and will not contain high-fructose corn syrup. The product line will include such flavors as orange, orange and cream, lemon-raspberry swirl, orange-mango, orange-passion fruit and lemon-raspberry.

According to Cara Bernosky, IMC Licensing President and Co-founder, "Sunkist is one of the most recognized and respected fruit brands in the world, known for its quality, fresh taste and natural goodness. We believe frozen dessert treats represent a great opportunity to extend this global brand equity into a delicious new line of better-for-you products targeting consumers of all ages. We are

delighted to bring together Sunkist and WillBe (Game On Foods) to launch this innovative new product line.”

“We are very pleased with our new association with Game On Foods,” said Mazen Safadi, Sunkist’s Director of Global Licensing. “We believe this line of ice cream, sherbet and frozen dessert treats will be a great complement to our premium fresh citrus.”

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 Sunkist, 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 SUNKIST

Sunkist Growers is one of agriculture’s greatest success stories. Founded in 1893, Sunkist is America’s oldest and largest citrus marketing cooperative and is owned by thousands of citrus growers in California and Arizona. Over the years, Sunkist has built an international citrus marketing organization and a brand that is one of the best known and most respected in the world. For more information, please visit www.sunkist.com.

ABOUT WILL BE/Game On Foods

WillBe consolidated the two of the largest segments of the frozen category, pizza and ice cream and uses licensing to distinguish its products in grocery, convenience store and food service accounts. -In addition to Sunkist, WillBe has licenses with Race Track Venues and their events, and NCAA teams for a variety of pizza and ice cream categories.

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