



## WILDBRAIN CPLG EXPANDS PEANUTS' GLOBAL LICENSING PROGRAMME

**New cross-category licensees added for Snoopy and the Peanuts gang, include Bon Ton Toys, Kipling, Brava Fabrics, Clementoni SpA, Ravensburger and Voice of Voices**

London, UK – 26 September 2023 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is expanding the consumer products offering for the beloved character brand Peanuts with the signing of new and expanded partnerships across the globe. WildBrain CPLG represents Peanuts on behalf of Peanuts Worldwide across Europe, the Middle East, Africa (EMEA), Asia-Pacific (APAC) and India.

WildBrain CPLG's licensing activity builds on the growing offering of popular Peanuts content produced by WildBrain for Apple TV+. The latest family special, *Snoopy Presents: One-of-a-Kind Marcie*, debuted on the platform in August, and a third season of *The Snoopy Show* premiered in June. Additionally, the brand new series, *Camp Snoopy*, and the new special, *Snoopy Presents: Welcome Home, Franklin*, are both slated to launch in 2024.

Meike de Vaere, VP Partnerships and Business Development, WildBrain CPLG said: "These latest partnerships for the much-loved Peanuts brand show the enduring appeal of these iconic characters. As we gear up to celebrate Peanuts' 75<sup>th</sup> anniversary in 2025, we're confident that Peanuts fans around the world will enjoy these latest best-in-class ranges. We look forward to continuing to augment the success of our long-standing partnership with Peanuts Worldwide."

Lisa Silverman Meyers, SVP International, Peanuts Worldwide said: "Peanuts continues to excel as a brand that resonates across generations, regions, and demographics. The new toy and giftable partnerships will augment the longstanding success the brand has had with our apparel partners, offering fans more ways to connect with Snoopy, Charlie Brown, and the gang."

### **Cross-category global partnerships**

New worldwide partners secured by WildBrain CPLG include Bon Ton Toys for luxurious and sustainable lifestyle plush featuring Snoopy, launching online and in store in October 2023. Ravensburger are also on board for puzzles aimed at young adults, and Clementoni SpA have signed for a collection of puzzles and games. Desenio also launched Peanuts-inspired posters and wall art in April which are available online globally.



In apparel and accessories, Brava Fabrics have partnered with Peanuts for the first time for a new range of sustainable outerwear for adults, launched in summer 2023. Further recently launched new partnerships include Petit Bateau (global) for baby, kids and adult apparel. Titlee also launched their first jewelry collection for Peanuts in September, available worldwide.

Bags and accessories brand Kipling is on board for a range of co-branded denim products which launched in APAC in August. The collection will launch in EMEA in November 2023.

Also in the luggage category, WildBrain CPLG has renewed its global deal with Eastpak following their first highly successful collection tied to Peanuts Worldwide's global sustainability initiative, "Take Care with Peanuts" in 2021. Their second range will launch in Summer 2024 and will include backpacks, bum bags, suitcases, pencil cases and wallets. Globetrotter have also launched a global range of built-to-order luxury luggage.

### **New APAC and China partnerships**

In South Korea, WildBrain CPLG's APAC team continues to grow its portfolio of new Peanuts partners, including Voice of Voices who have recently debuted an apparel collection, and Bluedog who have recently launched an apparel collection for kids. Withrich have also recently launched a new range of Snoopy-themed pet accessories. WildBrain CPLG have also signed a raft of new deals for Peanuts in China, including a deal for loungewear with YSO (Ningbo Gukoo) which launched in May 2023.

A global partnership has also been inked for Peanuts with China-based lifestyle brand MINISO, with an initial launch of more than 300 different Snoopy-themed products, which began rolling out in US MINISO stores this August. The collection including consumer electronics, personal care, cosmetics, stationery, accessories, homeware, tableware and drinkware will also launch into MINISO's network of over 5,500 lifestyle stores worldwide starting in October. Additionally, the inaugural deal for WildBrain CPLG's new Location Based Entertainment (LBE) division will see Shanghai Max-Matching Culture Development LLC, a developer of IP entertainment projects, develop Family Entertainment Centers (FECs) and themed hotel rooms in China for Peanuts.

### **New European & UK partnerships**

In the UK, Japanese pancake chain Fuwa Fuwa will host an activation across their stores in London this winter, including a themed menu and Peanuts merchandise beginning in September. In the food and beverage category, Nestlé also launched Peanuts-themed 'Extrafino' chocolate products with a collectable mug offer for Spain in spring, with a second wave of the promotion to launch in fall with collectable stationery.



Additionally, new products will launch in Autumn/Winter 2023 from existing licensees, including accessories from Codello (Europe). Zara Home will also launch a global range for kids in autumn, spanning towels, bedding, nightwear, back-to-school stationery and drinkware. Primark (Europe) and H&M (global) also continue to launch new cross-demographic apparel collections featuring Snoopy and the Peanuts gang. Additionally, Bamford Watch Company in the UK are planning further launches of Snoopy-themed limited-edition luxury watches, following their recent sell-out Peanuts collections.

**For more information, please contact:**

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**About WildBrain CPLG**

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

**About Peanuts**

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.