

# VALEN TINY'S



Tiny Hearts – Big Feelings



License Opportunity  
Presented by...

*Brands Worth Repeating*

# Licensing Offer

- ▣ Exclusive rights to produce VALEN TINY'S candies
- ▣ Co-branded promotional opportunities
- ▣ Early adopter terms available for 2025–2026 Valentine seasons

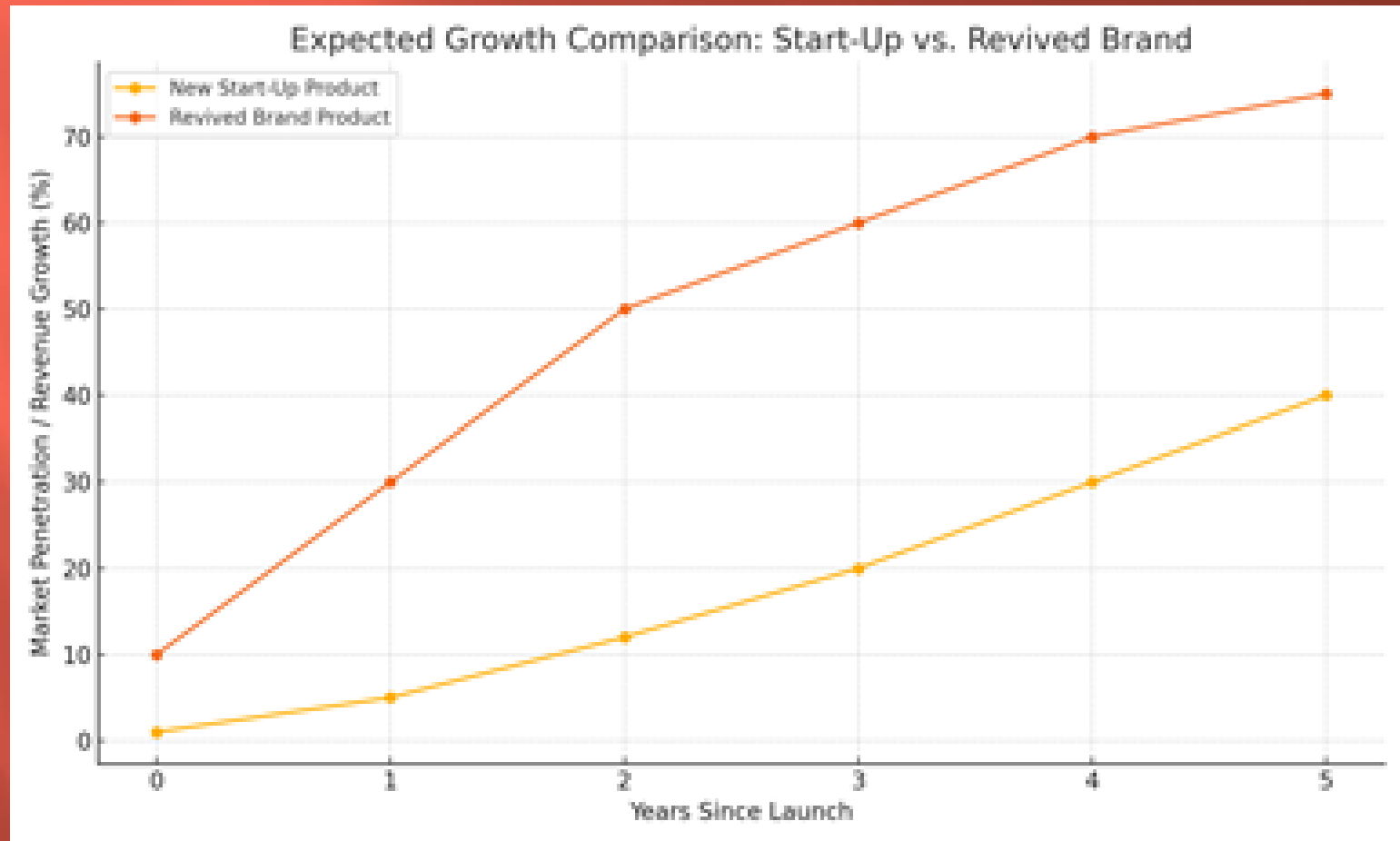
# Brand Overview

- ▣ Heart-shaped, pastel-colored hard candies
- ▣ Sweet, cheeky messages like 'Be Mine' & 'Kiss Me'
- ▣ Reviving a nostalgic Brand once sold by Brach's
- ▣ Romantic in a playful way – for kids, teens, and adults alike

# Market Opportunity

- ▣ Over 13 million lbs of conversation hearts sold each Valentine season
- ▣ Brach's holds 55–90% of the seasonal non-chocolate candy market
- ▣ Sales exceed \$22 million annually in Valentine candy alone
- ▣ 62% of Americans buy candy to show affection during Valentine's Day

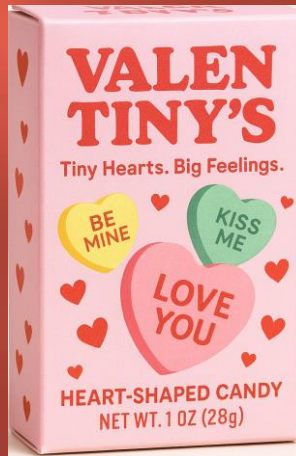
# Growth Projectory: Revived Brand vs. Start-up



# Packaging Concepts



KEEPSAKE TRINKET BOX



MOVIE BOX SIZE



PARTY SIZE BULK PACK



# POS Display Concepts



# Brand Extensions



SWIMWEAR \* ATHLETIC APPAREL \* PAJAMAS



# More Brand Extension Ideas

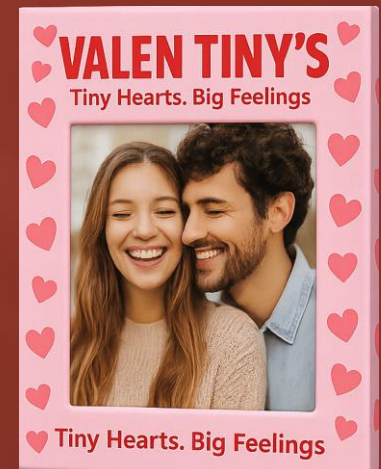
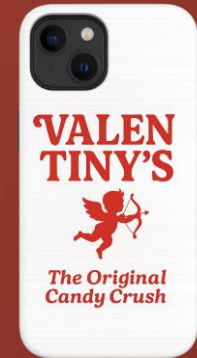
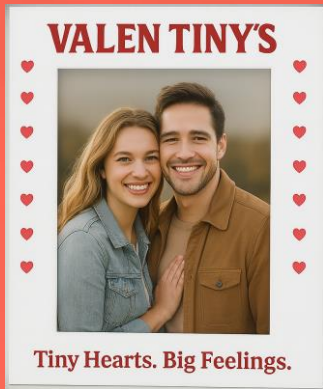


PEWTER CASTINGS

SMALL SIZED  
GREETING CARDS



# Promotional Merchandise



# Licensing Offer

Exclusive rights to use the

VALEN TINY'S

Trademark for the Product or Product Line  
you want to bring to Market for the United  
States, its Possessions, Territories and  
Military bases Worldwide.

# NEXT STEPS

- ☐ Decide what product or line of products You want to License
- ☐ Do your due diligence to assess the demand for what you want to bring to market
- ☐ Contact us for Terms and Requirements

**CONTACT**