



Trelmage, LLC Handpicked by Iconic Brand Sun-Maid®
To Cultivate its Licensing Program

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Los Angeles, CA, October 2, 2020 – Announced today, Sun-Maid®, the iconic raisin brand, has selected licensing and marketing agency, Trelmage, LLC, to assist in expanding its brand extension program.

Timeless and trusted for over a century, Sun-Maid is one of the most recognizable food brands. Also known as the largest raisin and dried fruit processor in the world, Sun-Maid and its memorable little red box, has grown into full-fledged better-for-you snacking brand Serving today's millennial moms and snackers of all ages, Sun-Maid's offerings have evolved from the humble raisin to a variety of snacks made with whole fruit.

“We are so proud of the nostalgia of Sun-Maid and at the same time, we're constantly looking forward to evolve with the wants and needs of today's consumer. With Trelmage, we are looking to grow the Sun-Maid® business by expanding into additional categories of merchandise that will serve as comforting reminders of a familiar brand,,” noted Harry Overly, President & CEO of Sun-Maid Growers of California.®. “Trelmage brings a high level of expertise to our licensing business, which is a critical part of our go-forward strategy.”

“Sun-Maid® is a brand that practically every person in America has grown up with”, stated Charles Singleton, founder of Trelmage. “It's not just the taste and nutrition – it's a comforting feeling every time they purchase a Sun-Maid product. We're excited to work with Sun-Maid and continue to build the brand with new licensed merchandise that gives today's consumers new, but still nostalgic, ways to bring the brand into their lives.

Available categories for licensing include consumer packaged goods, kitchen textiles and home decor, apparel, fashion accessories, toys and publishing.

ABOUT SUN-MAID®:

About Sun-Maid Growers of California

Founded in 1912, Sun-Maid Growers of California is a farmers' cooperative of 750 grower families with vineyards in California's Central Valley. From childhood to adulthood and generation to generation, Sun-Maid snacks have grown up with you. And while some things change, our ingredients haven't—they're real, minimally processed and consistently good. The timeless and trusted go-to snack that's simple, healthy and versatile, Sun-Maid fills each day with moments of sunshine, one little red box at a time. For more information about Sun-Maid, visit www.sunmaid.com.

ABOUT TREIMAGE:

TreImage is a bi-coastal licensing and marketing agency, specializing in the development and implementation of brand expansion programs, promotional opportunities and marketing activations. More information can be found at www.treimage.com.

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