



FOR IMMEDIATE RELEASE

MAGNOLIA BAKERY APPOINTS MOXIE AS WORLDWIDE BRAND EXTENSION AGENCY

WESTPORT, CT – January, 2017 – Global retail bakery chain, MAGNOLIA BAKERY has appointed MOXIE & CO. brand extension agency of record for the MAGNOLIA BAKERY brand worldwide. MOXIE is tapping into the food and home goods categories with a fully integrated brand licensing program beginning 2018.

MAGNOLIA BAKERY has made an art form of creating eye catching, creative and mouth-watering baked goods, including their trademarked signature swirl cupcakes, beautifully decorated cakes, banana pudding, cheesecakes and pies. They are considered by most to be the originators of the global cupcake craze. All of Magnolia Bakery's desserts are baked by hand in small batches throughout the day using only the finest ingredients.

MOXIE will seek new opportunities for the brand across close-to-core food categories including beverages, desserts, ice cream, snacks and baking products, as well as gifting, bakeware, housewares and publishing, among other categories. MOXIE will also seek in-restaurant partnerships that would feature the brands on menu items.

STEVE ABRAMS, OWNER of MAGNOLIA BAKERY said: "Our team is passionate about Magnolia Bakery's mission to create baked goods that people everywhere can enjoy. Through licensing, we will bring consumers new ways to experience our brand in complementary categories, through new channels of distribution and in new store aisles. MOXIE's extensive licensing and branding experience will help us grow our brand through partnerships with industry leaders that are committed to quality and innovation."

ARLENE SCANLAN, CO-FOUNDER, MOXIE & COMPANY, LLC added: "We are honored to have been selected by MAGNOLIA BAKERY to extend its brand. The overriding theme is the home spun feel, loyal consumer base and distinctive flavor profiles. These sweet treats are recognized and enjoyed by consumers all around the world. We look forward to creating exciting and innovative products for this incredible brand and further spreading its legacy."

About MAGNOLIA BAKERY

In 1996, Magnolia Bakery opened its first location on a quiet street corner in the heart of New York City's West Village. From its inception, Magnolia Bakery has been cherished for its classic American baked goods, vintage decor and warm, inviting atmosphere. In 2007, Magnolia Bakery's original owner passed her oven mitts to Steve and Tyra Abrams. Together, the Abrams' have thoughtfully expanded the bakery from its first West Village shop to locations worldwide. Today, Magnolia Bakery can be found in New York City, Los Angeles, Chicago, Mexico City, Seoul, Dubai, Abu Dhabi, and Doha. For additional information, visit www.magnoliabakery.com or follow [@magnoliabakery](https://www.instagram.com/magnoliabakery) on Instagram.

About MOXIE & CO.

Moxie & Co. is a full-service global brand management and licensing agency. Headquartered in Westport CT, Moxie represents a diverse portfolio of corporate trademark, publishing and design-based brands including The MTA (The New York City Subway), Molly Hatch, Hello! Lucky and the Van Gogh Museum, to name a few. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit www.moxieco.com.

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