



For Further Information:

Sheelagh Cullinan

+44 (0)207 7572 0857

sheelagh.cullinan@beanstalk.com



Phat Food Co. Captures the Attention of the Licensing Industry

The Phat Food Co. Enters Exclusive Representation Agreement with Leading International Brand Licensing Agency Beanstalk

London, 11 October 2012 – Leading brand licensing agency Beanstalk has secured a representation agreement with The Phat Food Co. to expand across a range of food and drink categories under the 'Phat' brand.

Starting out as The Phat Pasty Co., The Phat Food Co. was conceived by husband and wife team Paul and Laura Clark, 'The Phat Controllers,' who built its reputation on quality, tasty Cornish pasties with 'no nasties.' Having both acquired extensive expertise in the food-service industry through work with large branded restaurant chains, the Clarks launched The Phat Pasty Co. as a franchise operation, which operated a fleet of iconic Phat Pasty camper vans travelling the U.K. selling pasties and other sandwich items.

Having beaten out competition from well-established high street competitors to win multiple industry awards, the company expanded, creating a range of 'Phat Pasty Co.' pasties, sold at over 500 outlets across the U.K. via food service wholesalers. The Phat Food Co. now supplies an extensive range of 'Heat to Eat' products to Travelodge, one of the U.K.'s leading hotel operators which has over 500 hotels across the U.K., including the most recent Phat brand extension - The Phat Porridge Pot. In autumn 2012, the brand enters the on-board airline arena, supplying inflight buy on board snacks to a major British airline Thomson.

Speaking on the background of the company, Laura Clark, Phat Controller of The Phat Food Co., shared, "Our whole family is passionate about good food, and above all, we wanted to be part of something fun, dynamic and exciting. The inspiration for the business came about after a trip to see family in Cornwall; the lifestyle is so fun and full of life that we wanted to encapsulate that in a company. The Phat brand brings a smile to customers' faces and that's a great start to every day."

Ciarán Coyle, Beanstalk's Managing Director, International, said, "Beanstalk has a long history of representing very well established corporate, FMCG, fashion and food brands but we also recognise burgeoning potential. We are extremely impressed by The Phat Food Co. and its founders Paul and Laura, who display a dynamism and business expertise that has already achieved significant attention from leading retailers and manufacturers in the U.K. They are a highly successful start-up and we will work together to take the brand to the next level."

To find out more about licensing opportunities for The Phat Food Co. visit the Beanstalk stand #E060 at Brand Licensing Europe 2012 or contact sheelagh.cullinan@beanstalk.com

About Phat Food Co.

The Phat Food Co. is the award-winning 'Food to Go' brand, first launched in 2006 by husband and wife duo and 'Phat Controllers,' Paul and Laura Clark. Having both acquired extensive expertise in the food-service industry through work with large branded restaurant chains, the Clarks developed what was originally The Phat Pasty Co., a brand with a distinct call-out to the freedom and lifestyle of modern day Cornwall that stands for wholesome, tasty food, with no nasties and flavours with a 'twist.'

Launched as a franchise operation, which operated a fleet of iconic Phat Pasty camper vans travelling the U.K. selling pasties and other sandwich items, The Phat Pasty Co. went on to generate national interest, winning industry awards including Lunch Independent Retailer of the Year, Lunch Multiple Retailer Of The Year, a British Sandwich (Sammies) Award, CBI & Coutts Growing Business Award finalist and garnering media coverage across the UK's national press including BBC Working Lunch.

Today The Phat Food Co. product ranges retail across over 500 food-service outlets in the U.K., as well as supplying the Phat 'Eat me Hot' range to Travelodge, one of the UK's leading hotel operators which has over 500 hotels across the U.K., including the recently launched Phat Porridge Pot. Autumn 2012, sees the brand enter the on-board airline arena, supplying inflight snacks to a major British airline Thomson.

About Beanstalk

Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue. Beanstalk also offers a breadth of additional licensing services including direct-to-retail program management, license acquisition for manufacturers and TransAct™ licensing program administration. The company is headquartered in New York, with offices in London, Los Angeles, Miami, and Hong Kong, and affiliates throughout the world. For more information, please visit www.beanstalk.com. Beanstalk is a part of Diversified Agency Services, a division of Omnicom Group Inc.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.