



FORKS OVER KNIVES, THE LEADING WHOLE-FOOD, PLANT-BASED BRAND HIRES PERPETUAL LICENSING TO EXPAND INTO GROCERY STORES

The leading voice in whole-food, plant-based eating will offer consumers food products

Santa Monica, CA – Perpetual Licensing announced that it has been engaged by Forks Over Knives to develop a strategic brand licensing program. Perpetual will work to extend the brand into healthy, nutritious and great tasting whole-food, plant-based grocery products that reinforce the brand's position as the industry's market leader. Licensed products will include cereals, grain kits, soups, ready-to-eat foods, meal kits, snacks, condiments and other food products.

The award-winning 2011 Forks Over Knives film launched the multi-channel media brand and food movement. Today, through various direct-to-consumer vehicles, the brand regularly speaks to millions of people via its books, magazines, weekly newsletter, mobile app, online meal planner, videos, cooking school, and highly engaged social media following.

Retailers have recognized that consumers' desire for plant-based eating options is on the rise and are allocating an increasing amount of shelf space to meet this growing demand. As the most recognized and trusted brand in the whole-food, plant-based space, Forks Over Knives is perfectly positioned to expand beyond multi-media into the food business. Through its engagement with Perpetual Licensing, Forks Over Knives will partner with best-in-class manufacturers to offer a line of healthy, great-tasting foods in support of the increasing number of consumers looking for healthy, plant-based options. Forks Over Knives and its licensees will leverage the brand's ability to communicate directly with more than 1M people per month via its multi-media platforms.

Forks Over Knives founder and president Brian Wendel said, "There's a major shift happening in how we eat. Doctors, athletes, moms, people stricken by illness, and others, are discovering how whole plant-based foods can empower us to live healthier and happier lives that are free from chronic disease. We are thrilled to work with Perpetual to give consumers the kind of plant-based food offerings that are healthy, satisfying, and importantly, exciting to the taste buds.

David Milch of Perpetual said, "We are really excited about the Forks Over Knives licensing opportunity and to enable new ways for consumers to engage with this fantastic brand. Brand licensing is already established in the food space and consumers continue to seek out more brands they know and trust in the grocery aisle. We will be seeking partnerships to develop a wide range of Fork Over Knives-branded (and compliant) foods from cereals to pastas and grains to snacks, meal kits, frozen foods, ready-to-eat meals and more."

About Fork over Knives

Forks Over Knives is a leading global multimedia brand in food and health, built around an award-winning 2011 feature documentary film. The brand focuses on empowering people to live healthier lives by providing the resources and tools to make a whole-food, plant-based lifestyle convenient and enjoyable. Its core businesses are a meal planner, an online cooking school, a top-rated mobile app, and a website that is one of the most popular health and wellness destinations on the web. Forks Over Knives also has four best-selling books and a widely distributed magazine.



FOR IMMEDIATE RELEASE
May 8, 2018

About Perpetual Licensing

Perpetual Licensing is a leading licensing agency dedicated to helping clients leverage brand equity by creating strategic product extensions. Based in New York and Los Angeles, Perpetual's team is comprised solely of marketing and licensing professionals, each with more than 25 years experience. Founded in 2004, Perpetual's brand licensing experts build merchandise licensing programs for forward-thinking brand owners seeking to license-out their brands and trademarks, as well as for category-leading manufacturers looking to license-in, or acquire brand licenses. For more information, please visit www.perpetuallicensing.com.

For additional information about licensing the Forks Over Knives brand, please contact:

Todd Lustgarten
info@perpetuallicensing.com
(323) 284-5100
www.perpetuallicensing.com

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