



Graham Cracker Delights Invention In Search of Licensee

A creative and unique new snack product designed to appeal to all ages, the ***Graham Cracker Delights***, has been developed by Barbara Henry of Indian Head, Maryland. The product's unique ingredients and recipes bring an entirely new dimension to graham crackers.

Snack foods have always been a favorite of many, particularly those who are constantly on the go. Many consumers certainly have their long-standing favorites when it comes to these types of foods, but that is not to say that they would be adverse to new options either. In fact, any snack that offers both great taste and is primarily made from healthy ingredients always seem to attract a substantial amount of interest in the marketplace.

Along these lines, the ***Graham Cracker Delights*** has been conceived. The ***Graham Cracker Delights*** will be made available in a wide variety of flavors. The product will attract attention with its delicious taste and fresh approach. Additionally, the ***Graham Cracker Delights*** offers a healthy and light alternative to other snack choices containing much greater amount of calories and will be competitively priced among other snacks, adding to its appeal.

The ***Graham Cracker Delights*** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Henry now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the snack food industry are currently being targeted as candidates to eventually commercialize the ***Graham Cracker Delights*** on a worldwide basis.

In October 2012, Mrs. Henry contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Graham Cracker Delights*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Graham Cracker Delights*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.

