



## **WILDBRAIN CPLG TO COOK UP LIFESTYLE PROGRAMME FOR KIKKOMAN**

### **Licensing agency tapped as sub-agent in Europe for iconic soy sauce brand**

London UK – 10 September 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal with Kikkoman Corporation’s master global agent, Tact Communications, to represent the leading soy sauce brand Kikkoman in Europe. WildBrain CPLG will build Kikkoman as a lifestyle brand in Europe targeting adults with a focus on fashion collaborations, apparel, accessories, kitchenware, and food gifting categories. Tokyo-based ZenWorks facilitated the deal and is on board as a consultant.

Victoria Whellans, Group Brands Director at WildBrain CPLG Lifestyle, said: “Soy sauce is a staple condiment in households and restaurants across Europe, with Kikkoman’s iconic brand being instantly recognisable and celebrated for its quality. We look forward to working closely with Kikkoman Corporation and Tact Communications to assemble an engaging lifestyle consumer products programme which captures the rich heritage of Kikkoman.”

Shunsuke Tamura, President of Tact Communications, commented: “We are pleased to partner with WildBrain CPLG Lifestyle and look forward to building a strong licensing programme for Kikkoman in Europe with them.”

As the world’s leading soy sauce brand, Kikkoman has been supporting the development of Japanese food culture since the 1600s. Since its establishment in 1917, Kikkoman has held a management policy to blend its deep-seated traditions with a sense of innovation that is both responsive and perceptive. Kikkoman’s motto is to promote the international exchange of food culture. Whether introducing Japanese food culture to the world, or bringing Japan in contact with the food cultures of other countries, Kikkoman is committed to the ongoing fulfillment of this goal.

In the world market, Kikkoman has been dedicating efforts to familiarise people with Kikkoman Soy Sauce, which is essential to Japanese food culture. In fact, today the word “Kikkoman” has already become synonymous with soy sauce – a taste that is enjoyed all over the world. Kikkoman Soy Sauce is shipped to over 100 countries from its seven overseas factories, located in the U.S., Asia and Europe. Kikkoman also distributes Asian foods through its global wholesale network, serving up Japanese and other Asian foods worldwide to enrich eating styles and satisfy any taste.

**For more information, please contact:**



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### **About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).