



Know more about Lacasitos

Lacasitos tablet and sugar coated sweet chocolate is an evergreen candy brand founded in 1982 in Spain which today enjoys a spontaneous brand recognition of 75,3% and suggested of 98% by Kantar Consulting.

Lacasitos conveys strong Brand values to kids and parents alike, and offers opportunities to extend the brand to a variety of products outside the food category.

Target

Kids and families

Licensing Worldwide Representation

Lacasa has appointed Ypsilon Licensing as its exclusive Licensing Agent. Within this role, Ypsilon has signed a global footwear deal with Zara and Pull&Bear.

The launch of these product categories has been the kick-off of the licensing program of one of the most colourful and powerful brands in Spain.

More lifestyle products to be announced soon.



PULL&BEAR



ZARA