



**\*\* MEDIA ALERT: JAZZ™ APPLE SALES GO WILD IN CROSS-PROMOTION WITH DREAMWORKS ANIMATION'S *SPIRIT UNTAMED* FEATURE FILM\*\***

**WHAT:** Results from the launch of JAZZ™ Apples' licensing agreement in support of DreamWorks Animation's *Spirit Untamed*

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**JAZZ™ Apples successfully promoted in grocery stores nationwide with DreamWorks Animation's *SPIRIT UNTAMED***

JAZZ™ Apples and DreamWorks Animation teamed up for a wildly successful partnership this past spring with the cross promotion of the release of the film *Spirit Untamed*. The result was an unprecedented sales surge for JAZZ™ thanks to a strong in-store and online presence. JAZZ™ apples jumped numerous positions in the Total Apple sales ranking by category, with an outstanding +19.7% growth in dollar sales and +18.6% growth in volume for the 24-week period ending June 19, 2021. There was also an impressive increase of distribution with an additional 110 retail locations signed up to sell JAZZ™ apples during this promotion.

In addition to co-branded packaging and retail promotions, the partnership drove shoppers to stores with JAZZ™ apples on their shopping lists, the result of additional amplification via public relations, social media and a robust digital ad campaign that included YouTube pre-roll ads. A dedicated website at [jazzapplemovie.com](http://jazzapplemovie.com) featured a store locator, *Spirit Untamed*-themed kids' activities and a signature kid-friendly recipe inspired by the movie: a simple-yet-delicious "Epic Adventure Snack" featuring JAZZ™ apples sliced into horseshoe shapes topped with chocolate hazelnut spread and sprinkles. The amplification effort resulted in more than 140 Million consumer impressions in May and June.



## Results of JAZZ™ Apples' Partnership with DreamWorks Animation's *Spirit Untamed*



### **About *Spirit Untamed***

An epic adventure about a headstrong girl longing for a place to belong who discovers a kindred spirit when her life intersects with a wild horse, *Spirit Untamed* is the next chapter in the beloved story from DreamWorks Animation.

Lucky Prescott (Isabela Merced, *Dora and the Lost City of Gold*) never really knew her late mother, Milagro Navarro (Eiza González, *Fast & Furious Presents: Hobbs & Shaw*), a fearless horse-riding stunt performer from Miradero, a small town on the edge of the wide-open frontier.

Like her mother, Lucky isn't exactly a fan of rules and restrictions, which has caused her Aunt Cora (Academy Award® winner Julianne Moore) no small amount of worry. Lucky has grown up in an East Coast city under Cora's watchful eye, but when Lucky presses her own luck with one too many risky escapades, Cora picks up stakes and moves them both back with Lucky's father, Jim (Oscar® nominee Jake Gyllenhaal), in Miradero.

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Lucky is decidedly unimpressed with the sleepy little town. She has a change of heart when she meets Spirit, a wild Mustang who shares her independent streak, and befriends two local horseback riders, Abigail Stone (Mckenna Grace, *Captain Marvel*) and Pru Granger (Marsai Martin, *Little*). Pru's father, stable owner Al Granger (Emmy winner Andre Braugher, Fox's *Brooklyn Nine-Nine*), is the best friend of Lucky's father.

When a heartless horse wrangler (Emmy nominee Walton Goggins, FX's *Justified*) and his team plan to capture Spirit and his herd and auction them off to a life of captivity and hard labor, Lucky enlists her new friends and bravely embarks on the adventure of a lifetime to rescue the horse who has given her freedom and a sense of purpose, and has helped Lucky discover a connection to her mother's legacy and to her Mexican heritage that she never expected.

*Spirit Untamed* is the next chapter in DreamWorks Animation's beloved franchise that began with the 2002 Oscar-nominated film *Spirit: Stallion of Cimarron* and includes an Emmy-winning TV series. The film is directed by Elaine Bogan (Netflix and DreamWorks Animation Television's *Trollhunters: Tales of Arcadia*) and is produced by Karen Foster (co-producer, *How to Train Your Dragon*). The film's co-director is Ennio Torresan (head of story, *The Boss Baby*), and the film's score is by composer Amie Doherty (Amazon's *Undone*, DreamWorks Animation's *Marooned*).

### **About T&G Global**

About T&G Global: T&G Global works with passionate growers around the world to produce, sell and deliver the highest quality fruit and vegetables. We love our food, so we're constantly exploring ways to make it more sustainable, fresh and delicious, to help people lead healthier lifestyles. T&G is a leader in the premium apple segment with its Envy™ and JAZZ™ branded varieties.

About JAZZ™: JAZZ™ is a trademarked brand that refers to the Scifresh apple variety. It was developed in New Zealand by Plant and Food Research and was patented in 2003, the same year T&G, which owns the JAZZ™ trademark, began distributing in the U.S. via its marketing partner Oppy. JAZZ™ is now grown under license by T&G in New Zealand, the U.S., Chile, Asia, the UK, France and Australia. JAZZ™ is marketed in the U.S. by Oppy, CMI Orchards and Rainier Fruit Company.

### **About DreamWorks Animation**

DreamWorks Animation (DWA), a division of the Universal Filmed Entertainment Group, within NBCUniversal, a subsidiary of Comcast Corporation, is a global family entertainment company with feature film and television brands. The company's deep portfolio of intellectual property is supported by a robust, worldwide consumer products practice, which includes licensing, and location-based entertainment venues around the world. DWA's feature film heritage includes many of the world's most beloved characters and franchises, including *Shrek*, *Madagascar*, *Kung Fu Panda*, *How to Train Your Dragon*, *Trolls* and *The Boss Baby*, and have amassed more than \$15 billion in global box office receipts. DreamWorks Animation's television business has quickly become one of the world's leading producers of high-quality, animated family programming, reaching consumers in more than 190 countries. Creating a diverse array of original content in a variety of formats and delivering deep, fully immersive worlds served up with compelling characters, the prolific studio has garnered 27 Emmy awards since inception in 2013.

**About Universal Pictures**

Universal Pictures is a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com)). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

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