



Van Holten's Contact:  
Eric Girard – V.P. of Sales & Marketing  
Phone: 920-478-2144  
Email: [ericg@vanholtenpickles.com](mailto:ericg@vanholtenpickles.com)

For Immediate Release

## **Pickle-In-A-Pouch Brings Pickle Rick to Life! FYE Stores Will Carry Pickle From Adult Swim's *Rick & Morty***

**Waterloo, WI – May 17, 2018** – The makers of Pickle-In-A-Pouch are at it again, this time with a pop-culture twist! Teaming up with specialty retailer FYE (For Your Entertainment) and Adult Swim, Van Holten's is helping bring Pickle Rick to the store shelf.

“We’ve had multiple, totally out of the blue, comments on our Instagram and Facebook feeds from fans wanting us to make a Pickle Rick”, said Eric Girard, VP of Sales and Marketing, “so we jumped on the opportunity as soon as we talked to [FYE Stores](#) and [Adult Swim](#).” The product is a Pickle-In-A-Pouch with the popular character from Adult Swim's *Rick and Morty* on the front of the package. The product will be sold exclusively at FYE stores and [fye.com](http://fye.com) and will be available on June 15<sup>th</sup>. The product will first be revealed at the [Sweets & Snacks Expo](#) in Chicago from May 21<sup>st</sup> – 23<sup>rd</sup>.



This isn't the first time FYE and Adult Swim have collaborated, having previously created a line of confectionary experiences ranging from custom chocolate bars to inter-dimensional cereal. These items sit along-side an assortment of cross-category licensed *Rick & Morty* products.

Pickle Rick appeared on Adult Swim's *Rick and Morty* during Season 3 in August 2017; and instantly became a fan-favorite episode and *Rick* persona. *Rick and Morty* is the critically-acclaimed, half-hour animated hit comedy series on Adult Swim that follows a sociopathic genius scientist who drags his inherently timid grandson on insanely dangerous adventures across the universe. Rick Sanchez is living with his daughter Beth's family and constantly bringing her, his son-in-law Jerry, grand-daughter Summer, and grand-son Morty into intergalactic escapades. Can the family survive Rick's insanity and all the chaos the universe throws at them? *Rick and Morty* stars Justin Roiland (*Adventure Time*), Sarah Chalke (*Scrubs*), Chris Parnell (*Saturday Night Live*) and Spencer Grammer (*Greek*). The series is created by Dan Harmon (*Community*) and Roiland who also serve as executive producers.

“Anything Pickle is on-trend right now,” Girard followed up with. “Everything from Pickle Juice slushies to Picklebacks are booming. Combine that with the strong fan base of *Rick and Morty*, and I believe this product will fly off the shelf.”



### **About Van Holten's**

Van Holten's has enjoyed 14 consecutive years of sales records, mostly due to the continued growth of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 78 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Pickleback Mixer, and Pickle-Ice; their products are distributed in all 50 states and Canada. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.

### **About Trans World Entertainment**

Trans World Entertainment is a leader in entertainment retail and has created a 360° multi-channel experience reaching customers through physical retail storefronts, online marketplaces, and direct websites. The Company operates retail stores in the United States, the District of Columbia and Puerto Rico, primarily under the FYE brand and on the web at [www.fye.com](http://www.fye.com) and [www.secondspin.com](http://www.secondspin.com).

### **About Cartoon Network Enterprises**

Cartoon Network Enterprises (CNE) is responsible for building consumer products and merchandising programs for a wide range of brands by securing and supporting long-term licensing partnerships across all categories. As the global branding and merchandising arm of Cartoon Network and Adult Swim, the division manages the consumer product programs for the networks' award-winning original programming, brands and characters including *Ben 10*, *Adventure Time*, *The Powerpuff Girls*, *Steven Universe*, *The Amazing World of Gumball*, *Mighty Magiswords*, and *We Bare Bears*, as well as *Rick and Morty* on Adult Swim.

Adult Swim ([AdultSwim.com](http://AdultSwim.com)), launched in 2001, is Turner's network offering original and acquired animated and live-action series for young adults. Airing nightly from 8 p.m. to 6 a.m. (ET/PT), Adult Swim is basic cable's #1 network with persons 18-34 and 18-49, and is seen in 94 million U.S. homes.

Adult Swim is part of [Turner](http://Turner), a Time Warner company that creates and programs branded news, entertainment, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and [CNN.com](http://CNN.com), TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStreamPlanet and ELEAGUE.

###