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For Immediate Release

## 7-Eleven® Celebrates National Pickle Day with Pickle Rick

Collector item from Van Holten's will be available in 2,800 7-Eleven® stores.

**Waterloo, WI – November 14, 2018** – Today marks National Pickle Day and to celebrate, 7-Eleven will be offering Pickle Rick, Pickle-In-A-Pouch at 2,800 stores for a limited time starting November 19<sup>th</sup>.

Pickle Rick became an instant cultural icon when he appeared on season 3 of Rick and Morty – the critically acclaimed, half-hour animated hit comedy series on Adult Swim. Earlier this year Van Holten's teamed up with specialty retailer FYE (For Your Entertainment) and Adult Swim, to package Pickle Rick on its famous Pickle-In-A-Pouch making it a pop culture collectible.

"It's the perfect way to celebrate National Pickle Day," said, Eric Girard, Van Holten's VP of Sales & Marketing. "Pickles are hot right now. Combine that with the world's largest convenience retailer and the popularity of Pickle Rick and this product will be flying off the shelves!"

Pickle Rick Pickle-In-A-Pouch is a jumbo dill pickle individually wrapped with the popular character from Adult Swim's Rick and Morty on the front of the package.

"At 7-Eleven we offer customers a wide assortment of products, giving them what they want, where they want it." said Steven Zimdars, 7-Eleven Senior Category Manager. "Our goal is to constantly surprise and delight customers. They enjoy our unique product selection and Pickle Rick will be a great limited time addition."

Founded in 1898 Van Holten's employs 81 people in Waterloo, WI. Most famous for their Pickle-In-A-Pouch, they have enjoyed 14 consecutive years of growth. The Pickle-In-A-Pouch and their other innovative products, Pickle Cutz, Pickleback Mixer and Pickle-Ice are distributed nationally. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.



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