HIPPEAS® LAUNCHES LIMITED-EDITION MINIONS-THEMED SNACKS

Tuesday 7 June, 2022

LONDON – 7 June 2022 – HIPPEAS®, Chickpea Puff Snacks, is spreading The Peas & Love with the launch of its *Minions*-themed snacks for the summer! The launch of **HIPPEAS®** product in support of the new Illumination film, ***Minions: The Rise of Gru*** (in cinemas 1 July) will be available in limited-edition packs of HIPPEAS®
Chickpea Puffs in three far-out flavours and a variety of sizes – perfect for on-the-go travel and summer entertaining. HIPPEAS® limited-edition *Minions*-themed snacks will be available nationwide at UK.HIPPEAS.com and select ecommerce channels as well as in-store at Tesco, Sainsbury's, Waitrose, Whole Foods, Planet Organic, Booths, Ocado, Getir and Gorillas from May through August 2022.

HIPPEAS® has replaced its iconic chickpea smile graphic on-pack with a *Minion* character for each flavour – both *Minions* and HIPPEAS® share a similar yellow hue, which could not be more perfect for a collaboration. Consumers of all ages will love the fun packaging and parents will love the product attributes of the Chickpea Puffs.

"*Minions*
are a global pop-culture phenomenon, and we could not be more thrilled to collaborate with Illumination on this limited-edition release of our HIPPEAS® Chickpea Puffs," said Paul Nardone, HIPPEAS® CEO. "The combination of these two iconic and colourful brands – HIPPEAS®, known for its bright yellow bag, and *Minions*, the beloved mischievous yellow scene-stealers – feels so joyful and fun. We can't wait to share these snacks with consumers of all ages this summer."

HIPPEAS® Chickpea Puffs have an average of 1.3 grams of fibre, 3.5 grams of plant-protein and only 90 kcals per 22g serving. HIPPEAS®
Chickpea Puffs are also totally vegan, gluten-free, palm-oil free as well as free from MSG.

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limited-edition *Minions*-themed snacks will be available nationwide at UK.HIPPEAS.com and select ecommerce channels as well as in-store at Tesco, JS, Waitrose, Whole Foods, Planet Organic, Booths, Ocado, Getir and Gorillas from May through August 2022. Flavour offerings include Take it Cheesy, Salt & Vinegar Vibes and Sweet and Smokin'. The *Minions*-themed pack sizes include a 78g bag and multipacks containing x5 15g packs. For more information, please visit UK.HIPPEAS.com.

About *Minions: The Rise of Gru*

This summer, from the biggest global animated franchise in history, comes the origin story of how the world's greatest supervillain first met his iconic Minions, forged cinema's most despicable crew and faced off against the most unstoppable criminal force ever assembled in *Minions: The Rise of Gru*.

Long before he becomes the master of evil, Gru (Oscar®
nominee Steve Carell) is just a 12-year-old boy in 1970s suburbia, plotting to take over the world from his basement.

It's not going particularly well. When Gru crosses paths with the Minions, including Kevin, Stuart, Bob, and Otto—a new Minion sporting braces and a desperate need to please—this unexpected family joins forces. Together, they build their first lair, design their first weapons, and strive to execute their first missions.

When the infamous supervillain supergroup, the Vicious 6, oust their leader—legendary martial arts fighter Wild Knuckles (Oscar®
winner Alan Arkin)— Gru, their most devoted fanboy, interviews to become their newest member. The Vicious 6 is not impressed by the diminutive, wannabe villain, but then Gru outsmarts (and enrages) them, and he suddenly finds himself the mortal enemy of the apex of evil. With Gru on the run, the Minions attempt to master the art of kung fu to help save him, and Gru discovers that even bad guys need a little help from their friends.

Featuring more spectacular action than any film in Illumination history and packed with the franchise's signature subversive humour, *Minions: The Rise of Gru*
stars a thrilling new cast, including, the Vicious 6: Taraji P. Henson as cool and confident leader Belle

Media:



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Bottom, whose chain belt doubles as a lethal disco-ball mace; Jean-Claude Van Damme as the nihilistic Jean Clawed, who's armed (literally) with a giant robotic claw; Lucy Lawless as Nunchuck, whose traditional nun's habit hides her deadly nun-chucks; Dolph Lundgren as Swedish roller-skate champion Svengeance, who dispenses his enemies with spin kicks from his spiked skates; and Danny Trejo as Stronghold, whose giant iron hands are both a menace to others and a burden to him.

The film also stars Russell Brand as Young Dr. Nefario, an aspiring mad scientist, Michelle Yeoh as Master Chow, an acupuncturist with mad kung fu skills, and Oscar® winner Julie Andrews as Gru's maddeningly self-absorbed mom.

Steered by the franchise's original creators, *Minions: The Rise of Gru* is produced by visionary Illumination founder and CEO Chris Meledandri and his longtime collaborators Janet Healy and Chris Renaud. The film is directed by returning franchise filmmaker Kyle Balda (*Despicable Me 3*, *Minions*), co-directed by Brad Ableson (*The Simpsons*) and Jonathan del Val (*The Secret Life of Pets* films), and features the iconic voice of Pierre Coffin as the Minions and a killer '70s soundtrack courtesy of legendary Grammy-winning music producer Jack Antonoff.

About HIPPEAS®

HIPPEAS® is on a mission to shake things up. HIPPEAS® is calling all snackers to #GivePeasAChance® while also doing good in the world. HIPPEAS® Chickpea Snacks are totally vegan, gluten-free, palm-oil free as well as free from MSG. Chickpea plants release nitrogen back into the earth, so they're naturally good for the planet. For more information, visit UK.HIPPEAS.com and follow along on Instagram @hippeas_snacks_uk

About Illumination

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including *Despicable Me*, the most successful animated franchise in cinematic history. The company's releases include two of the top 10 animated films of all time, and its iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than $6.4 billion worldwide.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, is the creator of the world of *Despicable Me*. The franchise includes *Minions*, the fourth-highest-grossing animated film of all time and the most profitable film in Universal's history, as well as the Academy Award®- nominated *Despicable Me 2* and *Despicable Me 3*, which made more than $1 billion at the global box office.

Illumination has launched two additional original franchises that have captivated audiences worldwide. The first *Secret Life of Pets* film achieved the best opening for an original movie, animated or otherwise, in U.S. history, and the studio followed that success in 2019 with *The Secret Life of Pets 2.* Illumination's smash hit, *Sing*, has now become the studio's latest global franchise with *Sing 2* in December 2021. In addition, Illumination's *Dr. Seuss's The Grinch* continues to hold the record for the biggest opening weekend of any Christmas-themed movie in history. Illumination's upcoming films include *Minions: The Rise of Gru* on 1 July 2022 and a new Super Mario Bros. film in April 2023.

About Universal Pictures

Universal Pictures is a division of Universal Studios (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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