

PRESS RELEASE

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SpongeBob and Bland Farms are coming together to take a flavor trip to Bikini Bottom!

Glennville, GA—You may wonder, what does SpongeBob have to do with Vidalia® Sweet Onions? Besides onions being one of the key ingredients to the signature Krabby Patty—both will be playing a starring role in the produce aisle this spring!

Bland Farms® and Paramount Pictures Corporation are thrilled to announce their partnership for the 2020 Vidalia® Sweet Onion season in conjunction with the release of The SpongeBob Movie in theaters next spring.

The SpongeBob franchise attracts millions of viewers of all age groups. For 20 years, SpongeBob SquarePants has remained a global icon recognized by kids and adults across a multitude of demographics. Bland Farms® hopes to capture this excitement and align their own “Roots to Retail.™” story with both retailers and consumers.

Bland Farms is anticipating a big boost in sales as they capture a younger, more diverse market. Bland hopes this strategic alignment will also tap into millennial nostalgia. “We are thrilled to launch this partnership with the upcoming SpongeBob movie. This has always been a family show in our house and now my grandkids are watching it too” says Delbert Bland, owner and president of Bland Farms. “SpongeBob SquarePants is one of the most popular characters around the world, so who better to help sell our most popular onion—the Vidalia®.”

Over the next 6 months, Bland Farms and Paramount Pictures will promote this exciting partnership through dynamic point-of-sale merchandising displays, national ad campaigns and an interactive microsite on BlandFarms.com. An online consumer sweepstakes is in the works as well.

For more information about Bland Farms, please visit blandfarms.com.

Bland Farms® is one of the largest family-owned and -operated producers of sweet onions in the United States. Bland Farms maintains growing operations beyond Georgia across the U.S., and internationally, in order to meet year-round consumer demand, and to produce the highest quality, freshest, and sweetest onions available to retailers today.

Vidalia Brands® is a division of Bland Farms—a family-owned operation that specializes in using the world famous Vidalia® sweet onion to create delicious Vidalia® sweet onion condiments, seasonings, salsas and relishes.



Bland Farms® leading Georgia's Signature Crop

Bland Farms is one of the largest producers of the Vidalia® Sweet Onion crop annually, and are known as leaders and innovative farmers. With Bland Farms, you are partnering with the industry leader with over 70 years of farming experience.

Owner Names

Delbert and Sandra Bland

Farm Name

Bland Farms, LLC

Address

1126 Raymond D. Bland Road
Glennville, Georgia 30427

Phone

1.800.VIDALIA
1.800.843.2542

Email

sales@blandfarms.com

Website

www.blandfarms.com

FARM INFO

Year you started farming:

1948

Current Age

70 years

Acreage

2K acres

TAGLINES

- Roots to Retail.™
- Rooted in Tradition.
Raised to be Sweet.™
- They Only Make You Cry
When They're Gone!®

PRODUCT LINES

Vidalia® Sweet Onions, Premium Sweet Onions, Lil' O's™, Vidalia Brands®

OPERATION

Bland Farms is among the largest grower, packer, and shipper of sweet onions in the United States. Bland Farms represents roughly one third of the entire Vidalia® sweet onion volume, and has the largest controlled-environment storage capacity in the industry. Bland Farms was the first company in the industry to market sweet onions year-round. In order to meet the needs of customers year-round Bland Farms had to expand growing operations beyond the borders of Georgia, across the United States, and internationally.

FARMING PHILOSOPHY

Bland Farms is a dynamic leader in the specialized field of sweet onions dedicated to studying our crops, growing regions, and development of the methods that will continually improve the use of our soil for increased productions.



About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, and Paramount Players. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

Quick Facts about The SpongeBob Movie

- First 3D computer-animated SpongeBob movie.
- It's a love letter to SpongeBob's original creator Steven Hillenburg and the film celebrates 20 years of our favorite yellow friend!
- We'll finally get a chance to see how the Bikini Bottom crew met! This film will tell the story of how little SpongeBob met the rest of the Bikini Bottom gang at summer camp.
- The whole legacy cast will be back; Patrick, Sandy, Squidward, Gary, Plankton, Mr. Krabs and we're adding some exciting new cast members such as Awkwafina and Reggie Watts.