

## SMEG CELEBRATES PEANUTS' 70<sup>TH</sup> ANNIVERSARY WITH COOL COLLAB

### Limited edition refrigerator launching across Europe features Snoopy and his pal Woodstock

London UK – 27 October 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a deal with Italian domestic appliance brand Smeg for a limited edition refrigerator to mark the 70<sup>th</sup> anniversary of the beloved Peanuts brand.



Smeg will produce 70 Peanuts commemorative refrigerators – one for each year of the brand's existence – in its 1950s family mini fridge FAB10 model. The refrigerator will feature an illustration taken from the Peanuts comic strip, with Snoopy depicted alongside his cherished doghouse and great friend Woodstock. Each one will be decorated with a silver plaque showing its unique product number.

The Peanuts refrigerator will be available at Smeg's stores and subsidiaries across Europe from November, with a retail price of €1299. Smeg will support the launch through window displays, social media and influencer activity.

Tara Botwick, Senior Director Territory Management for Peanuts Worldwide: "With Smeg known as one of the most popular names in home appliances thanks to the brand's iconic retro style, colourful designs and reputation for quality, they are an excellent company to create a memorable product for Peanuts' 70<sup>th</sup> anniversary milestone. We look forward to seeing this eye-catching refrigerator take pride of place in the homes of Peanuts fans across Europe."

**For more information, please contact:**



Aimée Norman at DDA Blueprint PR

[aimee@ddablueprint.com](mailto:aimee@ddablueprint.com)

+44 (0) 7957 564 050

### **About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

### **About Peanuts**

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

### **About Smeg**

Smeg is an Italian home appliance manufacturer based in Guastalla, near Reggio Emilia in the north of the country. For more than 70 years Smeg have created electrical domestic appliances with a special focus on design, dedicating particular attention to aesthetics, ergonomics and functionality. Good knowledge of materials and technologies allows Smeg to interpret the requirements of everyday contemporary living, expressing in the products essential qualities such as reliability, safety and attractiveness. Smeg style, sober and elegant, is the result of the collaboration with designers of international fame who have designed refined products that combine performance and style, destined for consumers attentive to design and its evolutions. Smeg production is concentrated in Italy with 4 factories, each one producing a specific type of appliance. Smeg has subsidiaries worldwide, overseas offices and an extensive sales network. Today the Smeg group is recognised at an international level as a point of excellence for Made in Italy.