



NEWS RELEASE

Island Inspired Collaboration: SPAM® Brand Creates Exclusive Collectible Cans in celebration of Disney's "Lilo & Stitch" Live-Action Movie

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First-time film collaboration celebrates upcoming film with exclusive collectibles and playful new TV ad

AUSTIN, Minn., April 30, 2025 /PRNewswire/ -- Just as Stitch found his perfect home in Hawai'i, the SPAM® brand has found the perfect collaboration with Disney's upcoming live-action "Lilo & Stitch" movie releasing only in theaters May 23. Now on shelves, fans can collect three Hawaiian-inspired limited-edition SPAM® brand cans featuring artwork from the beloved movie. The collectible cans contain the same classic SPAM® product that has been a staple in Hawaiian cuisine for generations. Available at major retailers nationwide, these island treasures are expected to sell quickly — collect them all while supplies last!

The collaboration will also come to life nationwide in a captivating new TV commercial beginning May 5, celebrating the iconic place in global pop culture that SPAM® brand and Stitch share. The 15-second ads supported across streaming, online video, and with a host of unique social assets, bring together the world of Disney's "Lilo & Stitch" with the beloved SPAM® brand in a celebration of Hawaiian cultural and family traditions promoting joy, creativity and Ohana.

"Both the SPAM® brand and The Walt Disney Studios have created timeless connections with families across generations, making this collaboration a natural fit," said Daniel Kubiak, senior brand manager for the SPAM® brand. "We're excited to bring our passionate fan communities together to celebrate and enjoy quality time with their Ohana, whether watching the film or creating their favorite SPAM® dish in the kitchen."

For more information about this delicious collaboration, follow the SPAM® brand on Instagram at @spambrand, on Tik Tok at @spambrand, on Facebook @spambrand and visit [SPAM.com](https://www.spam.com). Disney's live-action "Lilo & Stitch" arrives in theaters nationwide on May 23, 2025.

About the SPAM® Brand

When the first SPAM® can came off the production line in 1937, the world was forever changed. This revolutionary product won over the hearts of soldiers, world leaders, celebrities, chefs, kids and parents. Future generations continue to enjoy it as a versatile, high-quality and great-tasting mealtime favorite. The whole world can't get enough of the iconic taste and the effortless creative potential contained within this iconic blue can. Fans of the brand can purchase SPAM® products and browse their favorite SPAM® merchandise at store.spam.com. For more information on the SPAM® brand, including product information, recipes and where to buy, visit [spam.com](https://www.spam.com).

About Hormel Foods — Inspired People. Inspired Food.™

Hormel Foods Corporation (NYSE: HRL), based in Austin, Minnesota, is a global branded food company with approximately \$12 billion in annual revenue across more than 80 countries worldwide. Its brands include PLANTERS®, SKIPPY®, SPAM®, HORMEL® NATURAL CHOICE®, APPLGATE®, JUSTIN'S®, WHOLLY®, HORMEL® BLACK LABEL®, COLUMBUS®, JENNIE-O® and more than 30 other beloved brands. The company is a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named one of the best companies to work for by U.S. News & World Report, one of America's most responsible companies by Newsweek, recognized by TIME magazine as one of the World's Best Companies and has received numerous other awards and accolades for its corporate responsibility and community service efforts. The company lives by its purpose statement — Inspired People. Inspired Food.™ — to bring some of the world's most trusted and iconic brands to tables across the globe. For more information, visit [hormelfoods.com](https://www.hormelfoods.com).

ABOUT THE FILM

"Lilo & Stitch," the wildly funny and touching story of a lonely Hawaiian girl and the fugitive alien who helps to mend her broken family, will open exclusively in theaters May 23, 2025. A live-action reimagining of Disney's 2002 animated classic, "Lilo & Stitch" is directed by Dean Fleischer Camp, the Oscar®-nominated filmmaker behind the animated feature film "Marcel the Shell with Shoes On," with a screenplay by Chris Kekaniokalani Bright and Mike Van Waes, and stars Sydney Elizebeth Agudong, Billy Magnussen, Tia Carrere, Hannah Waddingham, Chris Sanders, with Courtney B. Vance, and Zach Galifianakis, and introducing Maia Kealoha. The film is produced by Jonathan Eirich, p.g.a. and Dan Lin, with Tom Peitzman, Ryan Halprin, Louie Provost, Thomas Schumacher serving as executive producers.

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