



NEWS RELEASE

SPAM® Brand and Dr. Seuss Enterprises Serve Up a Whimsical Treat with Limited-Edition Green Eggs & SPAM® Classic Twin Pack

2025-07-29

The collectible cans will be available exclusively at Walmart while supplies last!

AUSTIN, Minn., July 29, 2025 /PRNewswire/ -- Would you eat them here or there? Would you eat them anywhere? The SPAM® brand and Dr. Seuss Enterprises are inviting fans to consider these timeless questions with the launch of their limited-edition Green Eggs & SPAM® Classic Twin Pack, available exclusively at select Walmart stores nationwide. This playful collaboration brings together two beloved icons in a deliciously nostalgic mash-up that's as fun to display as it is to enjoy in your favorite recipes.

Featuring collectible can artwork, the twin pack is a tribute to generations of fans who have imagined their own versions of Green Eggs & SPAM® Classic. In celebration of the 65th anniversary of Dr. Seuss's beloved book, "Green Eggs and Ham," on August 12, this dream collaboration will now become a reality. The limited-edition cans are available while supplies last and are expected to sell out fast — because like Sam-I-Am, you may end up wanting to eat them anywhere.

"The limited-time-only Green Eggs & SPAM® Classic Twin Pack offers fans a nostalgic journey back to childhood," said Dan Kubiak, senior brand manager for the SPAM® brand. "Fans have been creating their own green eggs and SPAM® product combinations for years, but now we're making it official. In collaboration with the Dr. Seuss Enterprises team, we've created a whimsical pairing that celebrates creativity, flavor and fun in every can."

"The iconic rhythm and rhymes of Dr. Seuss's Green Eggs and Ham have now been a staple in children's literature

for 65 years," said Jimeka Brussard, Director of North American Licensing at Dr. Seuss Enterprises. "Few know it was actually written using only 50 words. We're thinking the 51st word would have been SPAM®! We can't wait to see what kind of dishes our fans whip up with this one-of-a-kind collaboration."

Adding to the excitement, the SPAM® brand has unveiled its first-ever official Green Eggs & SPAM® Classic recipe. Whether you're a lifelong fan or discovering the magic for the first time, this colorful, camera-worthy breakfast creation transforms the storybook into a delicious reality that both kids and adults will love. Home chefs can turn ordinary mornings into extraordinary adventures with this Sam-I-Am-approved dish. Complete ingredients and step-by-step instructions are now available on the official **SPAM® brand website**.

And the fun doesn't stop at breakfast. Fans can also snag limited-edition co-branded merchandise – including an array of apparel and accessories fans of all ages will love to wear, available exclusively at shop.drseuss.com while supplies last.

For more details about this collaboration and to learn more about where to find the Green Eggs & SPAM® Classic Twin Pack, visit [SPAM.com](https://spam.com), and follow the SPAM® brand on Instagram at [@SPAMbrand](https://www.instagram.com/SPAMbrand), on TikTok at [@SPAMbrand](https://www.tiktok.com/@SPAMbrand), and on Facebook [@SPAMbrand](https://www.facebook.com/SPAMbrand).

ABOUT THE SPAM® BRAND

When the first SPAM® brand 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.

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.

ABOUT DR. SEUSS ENTERPRISES. L.P.

Founded in 1993, Dr. Seuss Enterprises is a global entertainment company. Our mission is to educate and entertain generations around the world by promoting and protecting the literary and artistic works of Dr. Seuss. We provide world-class content that drives joyful learning and creates hopeful futures. All Dr. Seuss Enterprises' profits benefit charitable organizations that focus on causes such as education, science, health, animal conservation, and the arts. For more information, subscribe to our YouTube channel, visit DrSeussEnterprises.com, or follow us on Instagram.

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