



Tree Top Teams Up with Hasbro's NERF and PLAY-DOH Brands, Combining Real Fruit with Real Fun

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SELAH, Wash.—Tree Top, a farmer-grown, farmer-owned cooperative and leading producer of high-quality fruit-based products, has entered into a licensing agreement with Hasbro, a leading games, IP and toy company, for promotions with its iconic NERF and PLAY-DOH brands. Together, they will roll out exciting co-branded promotions, engaging social and digital content, and in-store experiences designed to bring value and fun to shoppers.

"Tree Top juice and snacks have been a go-to for families looking to fuel memories with real fruit goodness for years," said Brad Olsen, Tree Top's vice president of marketing. "By combining our quality ingredients with the joy of play, Tree Top is proud to work with NERF and PLAY-DOH and become the 'Official Fuel of Fun.'"

As part of the first promotion for PLAY-DOH, consumers can visit @TreeTopInc on Instagram between October 13 and October 24 to enter to win a playful prize pack complete with PLAY-DOH cans and Tree Top products and branded merchandise. Additional consumer incentives and a giveaway from NERF and Tree Top will be announced in the coming months.

Tree Top and the PLAY-DOH brand are also teaming up with Soccer Shots and US Youth Soccer to provide youth soccer scholarships. Tree Top is the

Official Apple Juice and Fruit Snack Partner of Soccer Shots and the Official Snack and Juice Partner of US Youth Soccer.

Fans can follow Tree Top on Instagram (@TreeTopInc) and Facebook (@TreeTop) to learn more about the promotion.

About Hasbro:

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Tree Top, Inc.:

Tree Top is a farmer-grown, farmer-owned cooperative owned by apple and pear growers. The cooperative was founded in 1960 in the heart of Washington's apple country. Tree Top has led the way in premium-quality juices and apple sauce. With their fruit expertise and trusted sources of fruit, they now produce the widest array of fruit-based products and solutions for consumers and for most of the world's leading food and beverage manufacturers. Tree Top operates six production facilities near the fruit in Washington, Oregon and California to create healthful fruit products made from simple ingredients to the delight of consumers around the world. To learn more, please visit TreeTop.com.

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