



## Cosmic Crisp<sup>®</sup> Increases Visibility Through Partnership With Tyson McGuffin; Kathryn Grandy Details

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by Peggy Packer



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**YAKIMA, WA** - Our newly formed pickleball team here at the *AndNowUKnow* headquarters was ecstatic when we recently got word of a **new partnership** between the beloved Cosmic Crisp<sup>®</sup> apple brand and top-ranked pro pickleball player Tyson McGuffin.

“We are thrilled to be partnering with such an elite athlete. Tyson McGuffin’s Washington roots and his focus on healthy eating make him an **ideal ambassador for Cosmic Crisp**,” said Kathryn Grandy, Chief Marketing Officer for Proprietary Variety Management, which leads Cosmic Crisp



Kathryn Grandy, Chief Marketing Officer, Proprietary Variety Management

marketing. “And the fact that his brand involves a growing family makes our partnership even more special.”

The partnership will showcase the Cosmic Crisp® apple as part of McGuffin's regular routine of healthy eating as he competes on the Pro Pickleball Association (PPA) and Major League Pickleball (MLP) tours, runs his camps, and films it all for the new “Making McGuffins” YouTube channel, a press release explained. McGuffin, his wife Megan, and their four kids will be eating plenty of delicious Cosmic Crisp apples through this partnership.



Proprietary Variety Management announced that the Cosmic Crisp® apple brand has partnered with top-ranked pro pickleball player Tyson McGuffin

This powerhouse duo will also include social media content, event appearances, and a sampling of Cosmic Crisp apples at Tyson’s pickleball camps. The fan-favorite Cosmic Crisp apple will also be exhibiting at the World Pickleball Convention in Las Vegas the first week of June, and a **social media campaign** and Cosmic Crisp and pickleball giveaway will also kick off during June.

McGuffin is widely recognized as one of professional pickleball’s top talents. Hailing from a Washington state apple orchard, fruit has been a part of his diet for as long as he can remember.

“My father was a **Washington apple grower**, and I’ve always had a deep appreciation for the hard work and dedication farming requires,” McGuffin added. “It’s an honor to partner with the state’s best-branded apple and bring my family along for the ride. This is a perfect fit, and I’m looking forward to representing Cosmic Crisp both on and off the court.”



Tyson McGuffin, Professional Pickleball Player

As more produce brands take creative approaches to increase their visibility, **ANUK** will be here with the latest.

Apples Kathryn Grandy Partnership Cosmic Crisp® Provar Management Brand Visibility Tyson McGuffin

## COMPANIES IN THIS STORY

### Provar Management



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