



NEWS RELEASE

SharkNinja Conjures Ninja SLUSHi Twist x Practical Magic 2 Collection

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Four Magical Colorways Inspired by the Enchanting Sequel

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja Inc. (NYSE: SN), a global product design and technology company, is launching four Ninja® SLUSHi® Twist x Practical Magic 2 colorways in custom packaging to celebrate the film's September 10, 2026, release in theaters. In the sequel, the original Ninja SLUSHi helps the Owens sisters reinvent their legendary "Midnight Margaritas." To celebrate the partnership, Ninja is bringing that moment beyond the screen, reimagining the iconic scene and giving fans a new way to experience the magic at home with the exclusive SLUSHi Twist collection.

Ninja SLUSHi Twist x Practical Magic 2 Collection

The Ninja SLUSHi Twist x
Practical Magic 2 collection

includes four colorway options:

- **Potion Purple:** A deep, mystical purple with enchanting undertones
- **Midnight Margarita:** An elevated teal green with moody, twilight sophistication
- **Bewitching Blue:** A cool, ethereal blue capturing the essence of magic and wonder
- **Moonstone:** A warm, luminous champagne taupe with celestial elegance

Each color features custom film packaging and the product's signature Dual SlushAssist™ Technology, blending two distinct frozen flavors into one perfectly magical creation. Available on SharkNinja.com, the collection showcases the innovative design and performance that made the Ninja SLUSHi Twist a beloved kitchen essential and viral sensation.

“The strongest brand partnerships tap into fandom to spark conversation, build buzz and become part of culture,” said Michelle Crossan-Matos, Chief Brand & Experience Officer, SharkNinja. “Our partnership with Practical Magic 2 brings together a beloved cultural phenomenon with the breakthrough innovation consumers expect from SharkNinja. By bringing the Ninja SLUSHi into the world of the film, we’re giving fans an unexpected way to bring a little of that magic home—creating a moment where innovation, entertainment and fandom come together in a way that gets people talking.”

SharkNinja has developed a custom visual recipe guide, including Practical Magic 2-themed beverage recipes optimized for the Ninja SLUSHi Twist.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people’s lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 4,100 associates, the company’s products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit sharkninja.com.

About Practical Magic 2

Starring Sandra Bullock and Nicole Kidman, PRACTICAL MAGIC 2 returns to a world steeped in moonlit mischief and powerful ancestral magic, as the Owens sisters must confront the dark curse that threatens to unravel their family once and for all in a must-see cinematic event of fun, magic and mayhem. Also starring are Joey King, Lee Pace, Maisie Williams, Xolo Maridueña, Solly McLeod, with Dianne Wiest, and Stockard Channing. Susanne Bier directs from a screenplay by Akiva Goldsman and Georgia Pritchett and Kelly Marcel, based on the novel entitled The Book of Magic by Alice Hoffman. It is produced by Denise Di Novi, Sandra Bullock and Nicole Kidman. The executive producers are Donald Sabourin, Andrew A. Kosove and Broderick Johnson. Warner Bros. Pictures Presents, In Association with Alcon Entertainment, A Di Novi Pictures / A Fortis Films / A Blossom Films Production, A Susanne Bier Film: PRACTICAL MAGIC 2. The film will be distributed worldwide by Warner Bros. Pictures, only in theaters in North America on September 10, 2026.

SharkNinja

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