



NEWS RELEASE

SharkNinja Turns Viral ‘Chicken Smoothie’ Moment from Netflix’s Love Is Blind into Protein-Packed Ice Cream Collaboration

2025-10-31

Ninja Swirl™ is featured in the Season 9 reunion episode as SharkNinja showcases its fast, culture-driven marketing approach

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced a partnership with Netflix’s Love Is Blind. The partnership is a fun play on one of the season’s most viral moments featuring its Ninja® brand and the Ninja Swirl™.

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The partnership delivers a full-circle moment for fans as cast member Jordan Keltner trades in

his now-infamous “chicken smoothie” for something sweeter: protein-packed ice cream made with Ninja Swirl™. The reunion episode, now streaming globally on Netflix, features the cast celebrating Jordan’s birthday with Ninja-made creations, and each cast member receiving a Ninja Swirl™ to take home. SharkNinja is also a title sponsor on Netflix’s ad-supported plan.

Following the original Love Is Blind episode that introduced Jordan’s viral “chicken smoothie” moment, Jordan teamed up with SharkNinja for a social **collaboration** using the Ninja BlendBoss™ and paving the way for a larger integration that turned a viral joke into an on-screen celebration blending entertainment and innovation.

“When disruptive, problem-solving innovation and captivating storytelling come together, it allows us to immerse our brands and products into meaningful cultural moments that truly engage consumers,” said Laura Dyer, SVP of

Marketing at SharkNinja. “This collaboration with Netflix and Jordan puts Ninja and our consumer-beloved products in the spotlight—showcasing how we bring that approach to life by transforming a viral cultural moment into an entertaining and authentic brand story.”

The partnership underscores SharkNinja’s agile marketing approach, moving quickly to tap into real-time cultural moments, connecting its innovation with culture, and extending storytelling across entertainment and social channels. To continue the story beyond the screen, Ninja and Jordan will share his “protein ice cream upgrade” on TikTok and Instagram - this time made the right way. Various content extensions will appear across @NinjaKitchen, @LovesBlind Instagram, and **Jordan’s handles**, supported by some behind-the-scenes photos.

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 3,600 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.

Investor Relations: ir@sharkninja.com

Public Relations: pr@sharkninja.com

Source: SharkNinja