

Sports & Entertainment

JAMS partners with NFL Players, Inc. to create the first PB&J developed hand-in-hand with active NFL players for PB&J lovers

A first-of-its-kind collaboration developed directly with active NFL players across the league; the new line will launch nationwide this summer at major retailers

NASHVILLE, Tenn., May 22, 2026 /PRNewswire/ -- JAMS PB&J announced a partnership with NFL Players Inc., the licensing and marketing arm of the NFL Players Association (NFLPA), to create the first PB&J developed hand-in-hand with active NFL players. The collaborative line arrives in retailers nationwide this summer, joining JAMS' existing lineup at Wal-mart and Target.

The partnership is centered around active player input. JAMS is committed to meet with players from every team and is inviting any active NFL player to contribute their feedback on flavors, ingredients, and packaging. The goal is to create a final lineup that doesn't just carry players' names; it reflects how they actually eat, fuel, and prepare. Active players can reach JAMS through NFL Players Inc. Caleb Williams, quarterback for the Chicago Bears, said, "I am excited to partner with Jams alongside 888 Midas. I've always been very intentional about how I fuel my body and we're proud



to invest in a modern take on my favorite childhood classic. It's important to fuel your body to perform at your best and being part of what Jams is creating to enjoy an on-the-go snack that you can feel good about, is a perfect fit. We knew we wanted to be part of what the team is building."

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ital, and advertising, along with official NFLPA branding and trademarks on product and all marketing.

"PB&J products have become a staple in locker rooms and a trusted on the go fuel source for many NFL players," said Ben Ruiz, NFL Players Inc. VP of Consumer Products. "With JAMS, we saw an opportunity to help bring a product to market that's built for performance at the highest level, while also creating something athletes, families, and fans of all ages can enjoy." "We started Jams before we knew 80,000 PB&Js were being eaten across the league every year. When that number came out, it validated everything. Now we get to build the product that

players have always wanted, directly with them," said Jams co-founder Josh Franko. Additional retail partners and product details will be announced ahead of the summer release.

About JAMS

Created in 2025 by Nashville based consumer products house Dropout Companies, Jams is a modern reinvention of the classic peanut butter and jelly sandwich - upgraded with ingredients that are designed for today's active lifestyles. JAMS delivers 10 grams of protein per sandwich with no seed oils or high-fructose corn syrup. Backed by a roster of top athletes and cultural tastemakers, Jams is redefining snack time with a craveable option that meets the moment. For more information, visit getjams.com or follow @jams on all social platforms.

About the NFL Players Association

The National Football League Players Association (NFLPA) is the union for professional football players in the NFL and is headquartered in Washington, D.C. Established in 1956, the NFLPA has a long history of protecting the health, safety and financial future of its more than 2,000 player members, who are the backbone of North America's

most popular and highest revenue-generating sport. Through a wide offering of programs, resources and engagement opportunities, the NFLPA provides world-class service to players throughout their career lifecycle and builds solidarity to advocate on their behalf in the areas of healthcare, revenue, compensation and working conditions. The current CBA will govern the sport through the 2030 season. Learn more at nflpa.com.

About NFL Players Inc.

NFL Players Inc., the marketing and licensing arm of the NFL Players Association, connects businesses to the authenticity, reach and influence of NFL players. Managing the commercial rights of more than 2,000 active players, it supports over 150 partners including licensees, sponsors, and media platforms across e-commerce, retail, digital, and direct-to-consumer channels.

As the NFLPA's for-profit business, NFL Players Inc. drives growth through group licensing, player activations and brand collaborations that bring fans closer to the game. By aligning the interests of players, fans, and partners, it ensures NFL players remain at the center of the business of football. Learn more at nflpa.com/partners/players-inc.

Minyo Crusaders release their powerful rendition of “Shigesa Bushi,” which features Saya Asakura ... from sports-Ent. 6



“Iyo Manzai” are reinterpreted with a balance of respect and reinvention, preserving their spirit while opening them to new global contexts.

The album marks the first time Minyo Crusaders have incorporated guest artists into a full-length studio release. Japanese vocalists Chitose Hajime and Saya Asakura appear alongside longtime collaborators Frente Cumbiero, expanding the band's cross-cultural sound.

“We just think min'yō is fun — and cool,” says lead vocalist Freddie Tsukamoto. “No need to overthink it. We hope people of all generations can simply sing, dance, and enjoy it in their own way.”

Following the release, the band will embark on extensive touring across North America and Europe. Building on recent years of global activity — including performances at Primavera Sound Bogotá, Roskilde, WOMAD UK, and Sziget — Minyo Crusaders continue to establish themselves as a vital force on the international stage.

“For us, this has always been a journey,” says bandleader Katsumi Tanaka. “Through the music, the people we meet, and the places we go, we keep discovering new meanings in these songs. We hope listeners will join us for the next chapter — and experience the joy and beauty of min'yō.”

From Japan with Love is available for pre-order now on black vinyl, CD, and digital download. The track listing is as follows:

Side A

1. Hokkai Bon Uta
2. Kokiriko Bushi feat. Frente Cumbiero
3. Hanagasa Ondo feat. Frente Cumbiero
4. Shimotsui Bushi

Side B

1. Shigesa Bushi feat. Saya Asakura
2. Kiyama Ondo
3. Waido Bushi feat. Chitose Hajime
4. Iyo Manzai

Minyo Crusaders rework traditional Japanese folk songs (min'yō) with Latin, African and Caribbean rhythms to create some of the most infectious music between South America and Japan. The punchy and inventive arrangements of this ten-piece big band breathe new life into these traditional working-class folk songs, and the band have received high acclaim from NPR, The Guardian, The Times and many others. They also tour Europe every year, attracting fans internationally including renowned artists such as Iggy Pop and Ry Cooder, who described them as “the best band I have heard in many years.”

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