

Unfrosted is a 2024 American comedy film directed by Jerry Seinfeld (in his feature directorial debut) from a screenplay he co-wrote with his writing team of Spike Feresten, Barry Marder, and Andy Robin. It stars an ensemble cast that includes Seinfeld, Melissa McCarthy, Jim Gaffigan, Max Greenfield, Hugh Grant, and Amy Schumer. The film is loosely based on the true story of the creation of Pop-Tarts toaster pastries.

Seinfeld and Feresten also serve as producers of the film alongside Beau Bauman, through their production company Columbus 81 Productions. It was released in the United States by Netflix on May 4, 2024, and received mixed reviews from critics.

Plot


A young runaway orders Pop-Tarts in a diner, and Bob Cabana offers to tell him the true origin story of the American breakfast food.

In 1963, Bob is head of development at the Kellogg's corporation, headquartered in Battle Creek, Michigan. After once again dominating their rival Post in the annual Bowl and Spoon Awards, Bob senses that Post is about to unveil something that could dominate the market. Soon after, Bob observes kids dumpster-diving at Post, and discovers they are creating a shelf-stable, fruit-based pastry breakfast food that seems to have addictive effects on kids.

A spy at Post reports that they have further developed a product Bob's former co-worker Donna "Stan" Stankowski had created for Kellogg's. Bob convinces Kellogg to hire Stan back from NASA, and the team sets to work creating their own version of the pastry, joining forces with several prominent industry figures as "taste pilots."

Marjorie Post, the head of the Post company and Edsel Kellogg's former lover, calls a meeting of the "five cereal families": Kellogg's, Post, Quaker, Ralston Purina and General Mills. To the surprise of Bob's team, Marjorie announces that their product will be on shelves within one week. Bob undercuts them by obtaining exclusive rights to 99% of the world's sugar by making a deal with Puerto Rican criminal El Sucre.

Unfrosted



Official release poster

Directed by	Jerry Seinfeld
Written by	Jerry Seinfeld Spike Feresten Andy Robin Barry Marder
Produced by	Jerry Seinfeld Spike Feresten Beau Bauman
Starring	Jerry Seinfeld Melissa McCarthy Jim Gaffigan Max Greenfield Hugh Grant Amy Schumer
Cinematography	Bill Pope
Edited by	Evan Henke
Music by	Christophe Beck

Bob begins to worry about the taste pilots' lack of progress, but he and Stan combine several of their ideas to come up with a rectangular, fruit-filled food packaged in foil that can be toasted. Kellogg warns Bob that by creating a product that is served without milk, they may be stepping on the toes of the dairy industry, in reality an incredibly powerful and ruthless cabal who end up kidnapping and threatening Bob.

Meanwhile, Marjorie visits the USSR to secure rights to Cuban sugar from Nikita Khrushchev. The idea of a communist breakfast worries president John F. Kennedy, who summons the Kellogg's team to the White House, and agrees to instruct his brother to put pressure on organized milk.

Production companies	<u>Columbus 81 Productions</u> <u>Skyview Entertainment</u> <u>Good One Productions</u>
Distributed by	<u>Netflix</u>
Release date	May 3, 2024
Running time	93 minutes ^[1]
Country	United States
Language	English

While testing the new pastry, taste pilot Steve Schwinn is blown up in an accident and is buried with "full cereal honors". Meanwhile, Thurl Ravenscroft, a long-suffering Shakespearean actor who performs the mascot role of Tony the Tiger for Kellogg's, is convinced by the milk syndicate that the new breakfast pastry will make the cereal mascot obsolete. At Schwinn's funeral, Thurl convinces the other mascots to join him in a strike.

The team struggles with marketing the new pastry, eventually settling on the name "Trat-Pop". A mob of mascots, led by Thurl – now dressed as the QAnon Shaman^{[2][3]} – violently breaches Kellogg's headquarters, hoping to stop the product from being certified by the FDA. They are too late, and the product is certified. Walter Cronkite, reading a news brief off a piece of Silly Putty, misreads "Trat-Pop" as "Pop-Tart," forcing Kellogg's to change the name moments before they are shipped out.

The following morning, Pop-Tarts sell out of every store in the country within 60 seconds, defeating Post's poorly named "Country Squares". Thurl ends up facing a congressional committee for his role in the attack, the milkmen are implicated in Kennedy's assassination, and Marjorie Post becomes an icon of feminism who retires to Mar-a-Lago. Stan leaves Kellogg's again, becomes a hippie, and invents granola. Bob becomes nationally famous, and during an interview on The Tonight Show with Johnny Carson, is shot by Andy Warhol, who is furious that the name "Pop-Tart" sounds like "pop art." Bob survives thanks to the foil packet in his pocket.

In the present, the boy expresses doubt that a Pop-Tart packet could stop a bullet, and begins to question other elements of the story like the existence of a sentient ravioli creature. Bob admits that the story was made up as the boy's parents arrive to take him home. As they turn to go, the ravioli creature emerges from Bob's pocket.

Cast

- Jerry Seinfeld as Bob Cabana, an employee of Kellogg's, loosely based on William Post
- Melissa McCarthy as Donna Stankowski, a NASA food scientist who joins the Kellogg's team
- Jim Gaffigan as Edsel Kellogg III, the head of Kellogg's and Bob's boss
- Max Greenfield as Rick Ludwin, an employee of Post
- Hugh Grant as Thurl Ravenscroft, a Shakespearean actor cast as Tony the Tiger, loosely based on the voice actor of the same name

- Amy Schumer as Marjorie Post, the head of rival cereal company Post, loosely based on the real Marjorie Merriweather Post
- Peter Dinklage as Harry Friendly, leader of the milk syndicate
- Christian Slater as Mike Diamond, a sinister milkman
- Bill Burr as JFK
- Dan Levy as Andy Warhol
- James Marsden as Jack LaLanne
- Jack McBrayer as Steve Schwinn
- Thomas Lennon as Harold von Braunhut
- Bobby Moynihan as Chef Boy Ardee
- Adrian Martinez as Tom Carvel
- Sarah Cooper as Poppy Northcutt
- Mikey Day as Crackle
- Kyle Mooney as Snap
- Drew Tarver as Pop
- Tony Hale as Eddie Mink
- Felix Solis as El Sucre
- Maria Bakalova as Rada Adzhubey
- Dean Norris as Khrushchev
- Kyle Dunnigan as Walter Cronkite and Johnny Carson
- Sebastian Maniscalco as Chester Slink
- Beck Bennett as Barney Stein
- Cedric the Entertainer as Stu Smiley
- Fred Armisen as Mike Puntz
- John Slattery as Ad Man #1^[a]
- Jon Hamm as Ad Man #2^[b]
- Aparna Nancherla as Purvis Pendleton
- Andy Daly as Isaiah Lamb
- Sarah Burns as Mrs. Schwinn
- Eleanor Sweeney as Cathy
- Bailey Sheetz as Butchie

Isaac Bae portrays George, the runaway to whom Bob tells the story. Rachael Harris appears as Bob's wife Anna, and Kue Lawrence and Catherine Last play his children Bobby and Annie.

Patrick Warburton appears as announcer Tom Terranova and Ken Narasaki plays Ralston Purina. Earthquake plays Cookie Rojas while Sasheer Zamata portrays reporter Beth Donovan. Michael Joseph Pierce portrays General Mills and Ronny Chieng plays a technician named Chuck.

Jeff Lewis, Cedric Yarbrough, and Alex Edelman play Big Yella, Toucan Sam, and Apple Head, respectively, while Ali Wentworth appears as an unidentified woman at Schwinn's funeral and Darrell Hammond plays Ed McMahon.

Seinfeld's wife [Jessica Seinfeld](#) makes a cameo appearance, and [Spike Feresten](#) voices the ravioli creature as a baby, while Seinfeld provides the voice of the teenaged creature.

Production

It was announced in June 2021 that [Netflix](#) had won the rights to the project. [Jerry Seinfeld](#) would direct, produce, co-write and star in the film, which is based on a joke he told about the creation of the [Pop-Tart](#).^[5] In June 2022, [Melissa McCarthy](#), [Jim Gaffigan](#), [Amy Schumer](#), [Hugh Grant](#), and [James Marsden](#) were among the newest additions to the cast.^[6] Grant provided an audition tape for Seinfeld, being the first time he had done so in over 30 years.^[7] In August, [Maria Bakalova](#) was announced for a cameo appearance.^[8] In February 2024, it was revealed that [Bill Burr](#) and [Dan Levy](#) joined the cast.^[9]

The production was granted a tax credit to film in [California](#) in February 2022.^[10] Principal photography took place in mid 2022.^[11]

Music

[Christophe Beck](#) composed the score for the film.^[12] [Meghan Trainor](#) and [Jimmy Fallon](#) provide a song for the film called "Sweet Morning Heat".^[13]

Release

The film premiered at [Grauman's Egyptian Theater](#) in Hollywood on April 30, 2024.^[14] The film was released on [Netflix](#) on May 3, 2024.^[15]

Reception

According to [The Hollywood Reporter](#), the film received a "sharply divided reaction from critics".^[16] On the [review aggregator](#) website [Rotten Tomatoes](#), 44% of 116 critics' reviews are positive, with an average rating of 5.1/10. The website's consensus reads: "Much like a preservative-packed toaster pastry, *Unfrosted* is sweet and colorful, yet it's ultimately an empty experience that may leave the consumer feeling pangs of regret."^[17] [Metacritic](#), which uses a [weighted average](#), assigned the film a score of 42 out of 100, based on 30 critics, indicating "mixed or average" reviews.^[18]

THR noted that reviews such as those from the [Chicago Sun-Times](#), [The Globe and Mail](#), [The Daily Beast](#), and [Collider](#) were "downright scathing", with the *Sun-Times* calling *Unfrosted* "one of the decade's worst movies" that Seinfeld should have aborted halfway into production.^[16] *The Globe and Mail* found the film bereft of laughs and its runtime unendurably long, and *The Daily Beast* called it "as bad as you'd expect" but was otherwise "superior" to Seinfeld's 2007 animated film [Bee Movie](#). *Collider* compared *Unfrosted* poorly with [Barbie](#) as well as [Tetris](#), [Air](#), and [Flamin' Hot](#)—the former film the website cited for its deep social commentary and the other three for their "halfway decent biopics".^[16] Contrarily, reviews such as those from the [San Francisco Chronicle](#), [The Guardian](#), [The Washington Post](#), and *THR* itself were "modestly positive".^[16] The *San Francisco Chronicle* praised Seinfeld's direction as well as the performances and 1960s production design, while *The Guardian* called the film "amiable and funny in a

way that's much harder to achieve than it looks". *The Washington Post* appreciated how the film landed more gags than missed them, and *THR* called it "gleefully silly" and "[b]est of all, there's not a drop of corporate mythologizing in the mishmash of factoid and fantasy".^[16]

Notes

- a. Implied to be his *Mad Men* character, Roger Sterling^[4]
- b. Implied to be his *Mad Men* character, Don Draper^[4]

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External links

- *Unfrosted* (<https://www.netflix.com/title/81481606>) on Netflix
- *Unfrosted* (<https://www.imdb.com/title/tt14914430/>) at IMDb

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