

# Strange Fruit: The Beatles' Apple Records – DVD Review

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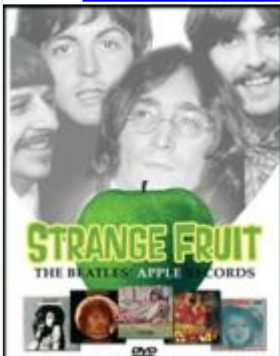
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Strange Fruit: The Beatles' Apple Records - *MVD Entertainment Group*

This documentary chronicles the Beatles' Apple Records from its inception to the end.

The Beatles first signed on with the EMI record label in 1962. It took them six years to form their own label, Apple Records, which is the subject of *Strange Fruit: The Beatles' Apple Records* documentary.

## Apple Records

With the popularity of The Beatles, their income skyrocketed. They were told they would either have to pay high tax rates or invest their money in a business. They formed Apple which started as retail stores, music publishing, and an independent record label. They wanted to give artists a break and introduce new artists to the public. Their search for new talent brought in Mary Hopkin who recorded “Those Were the Days” and “Turn, Turn, Turn,” and The Iveys who turned into Badfinger and gave us “Come and Get It.” These mega-hits helped propel Apple in the field of recording labels. Mary Hopkin’s “Those Were the Days” knocked down The Beatles’ “Hey Jude” in the charts.

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John Lennon was the least involved in Apple Records. George Harrison and Paul McCartney steered the company and made it what it was. McCartney and Harrison not only produced the albums, but they also wrote many of the hit songs. And, it was Paul McCartney who named the business “Apple.” It was Paul McCartney’s vision for music and the fact that he tapped into his instincts that made Apple the label it was, for the short life of the company.

Apple is described in the film as a “utopia” for artists, “very exciting,” and “an artist-friendly record company.” Musicians had creativity and control at Apple Records that they didn’t have with other record labels.

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Apple’s first movie project was *The Magical Mystery Tour*. Yoko Ono recorded on the Apple label. Apple Records produced their last album in 1973, which was a record from Badfinger. In the documentary, 1973 and the demise of Apple is called the “end of an era.”

The record company encouraged creativity and provided encouragement and a nice atmosphere for the artists. That changed when Alan Klein came into the business, scraped many projects and fired a lot of the staff. For James Taylor, that was the end of his involvement with the company.

*Strange Fruit: The Beatles’ Apple Records* is the story of this amazing record label. Documenting its history year by year, it provides viewers with an in-depth look at the creativity of the artists, namely McCartney and Harrison, and the rise and ultimate demise of Apple Records. With interviews with some of Apple’s recording talent as well as historians, this documentary is an interesting look at an interesting time in the music industry. Beatles fans and all fans of rock and pop music will enjoy learning about Apple.

To view the official trailer, [click here](#).

- *Strange Fruit: The Beatles’ Apple Records* DVD
- Studio: MVD Entertainment Group
- Running time: 162 minutes
- Release date: April 24, 2012

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