



CHROME DREAMS / SEXY INTELLECTUAL / MVD - Released in the U.S. through MVD, *Strange Fruit - The Beatles' Apple Records* clocks in just at under 3 hours and is so far, the best DVD movie documentary about Apple Records. When **The Beatles** started the concept of Apple back in 1967 they probably had little idea of the paradigm shift in the music world their record label precipitated. The whole indie music world was just a dream back in mid 1967, but in the end, the artist driven Apple label was the best of them all. The *Strange Fruit* DVD recaptures much of the excitement surrounding the history of Apple, while focusing on the Beatles' involvement on a personal and business basis. The script for *Strange Fruit* is superbly written and features great narration from the voice of **Thomas Arnold**, as well as key contributions from Beatles experts **Chris Ingham**, author **Mark Paytress** and Apple biographer **Stefan Granados**. The DVD features key interviews from a number of Apple artists, including **Jackie Lomax** and **Joey Molland** of **Badfinger** as well as surviving Apple exec **Tony Bramwell**. Most Apple fans know the story of Badfinger, but the DVD also offers intriguing insights into how **John Lennon** brought in fresh music from NYC based artists, including **Yoko Ono**, **David Peel** and **Elephant's Memory**. *Strange Fruit* is a must see video of the four Beatles and their various artists signings to the label—while recapturing the inside out of the ups and downs, the last music from the Fab Four and finally, the end of The Beatles and their utopian vision for the late great, and as this DVD so aptly portrays, historically still significant Apple Records. [wwwMVDb2b.com](http://www.MVDb2b.com)

<http://www.mwe3.com/archive/pastfeature/featureMusicRevApril2012.htm>