



For Immediate Release

June 27, 2024

Collaboration between LOTTE and TOMICA!

A four-type set based on the long-selling confectioneries “Pie no Mi,” “Koala no March,” “Bikkuriman Choco,” and “Toppo”

TOMICA Gift Set “LOTTE Chocolate Collection” To be launched mid-August 2024

Both companies’ official e-commerce websites to launch a joint promotional campaign from Friday, June 28, 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release “**LOTTE Chocolate Collection**,” (set of four types, SRP: JPY 2,420 / tax included) from the “TOMICA Gift Set Series,” which are sets of TOMICA die-cast miniature car series in various themes, in mid-August 2024 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. The set will be available for pre-order on “Takara Tomy Mall” from Friday, June 28, 2024.



“LOTTE Chocolate Collection,” a collaboration with popular confectioneries produced by Lotte Co., Ltd., will make its debut (excluding promotional campaign products and special order products) as part of the “TOMICA Gift Set” series of TOMICA sets designed based on themes such as “sports cars” or “working cars”. The set is a collaboration realized between two long-selling brands popular among all ages from children to adults. Its launch in 2024 coincides with the 45th anniversary of “Pie-no-Mi,” the 40th anniversary of “Koala-no-March,” the 39th (pronounced *san-kyu* in Japanese, as in “thank you”) anniversary of “Bikkuriman Akuma VS Tenshi Series,” and the 30th anniversary of “Toppo.” The set including four-types of TOMICA has coloring and designs that evoke the packaging of confectioneries that represent the brand.

To commemorate this collaboration, the two companies will run linked collaboration promotional campaigns on their official e-commerce websites from Friday, June 28, 2024 to Monday, July 15 (which is a bank holiday). “Takara Tomy Mall,” (takaratomymall.jp/) will issue discount codes for purchasing TOMICA products at bargain prices (the discount code is posted on “Takara Tomy Mall,” and applies to specific products). Customers who use that discount code during the promotion campaign period to make a purchase of JPY 2,000 (including tax) or more, will enter a draw to receive a coupon code that can be used at the “LOTTE Online Shop” (lotte-shop.jp/shop/brand/lotte/). In addition, customers who make a purchase of JPY 2,000 (including tax) or more at the “LOTTE Online Shop” will enter a draw to receive TOMICA products.



*The discount code can also be used when pre-ordering “LOTTE Chocolate Collection” and other TOMICA products on “Takara Tomy Mall.”

*LOTTE confectioneries are not sold on “Takara Tomy Mall,” and TOMICA products are not sold on “LOTTE Online Shop.”

About the TOMICA Gift Set “LOTTE Chocolate Collection”

<Pie-no-Mi>

The truck’s cargo compartment is green to match the product packaging, while the cab is yellow to balance the design of the cargo compartment. The key point of the front view of the truck body is the red LOTTE logo. As a gimmick, the doors on the rear of the cargo compartment can be opened and closed.

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<Koala-no-March>

Green windows match the color scheme of the product package, and are also transparent to show the seats inside. The body design features the Koala-no-March logo in the center on the left side, while the right side is decorated with a large Koala.

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<Bikkuriman Choco>

To mark the 39th (“thank you”) anniversary of “Bikkuriman Akuma VS Tenshi Series,” two characters (Super Devil and Super Zeus) are featured on each side of the car. The body is finished in yellow and green to match the color scheme of the product packaging.

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<Toppo>

To match the product packaging color scheme, the roof and seat are chocolate brown, while the distinctive TOMICA flower petal wheel is yellow to match the Toppo logo color.

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■Product Outline

Product Name: TOMICA Gift Set “LOTTE Chocolate Collection” (four-type set)

SRP: JPY 2,420 (tax included)

Launch Date in Japan: Mid-August 2024

Recommended Age: 3 years and up

Package Contents: TOMICA main unit × 4 (One each of Pie-no-Mi, Koala-no-March, Bikkuriman Choco, Toppo)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

Product Website: www.takaratomy.co.jp/products/tomica/sp/lotte/



Product package

■About “Pie-no-Mi”

Pie-no-Mi was launched in September 1979, a time when pies were still found only in Western-style confectionery specialty stores in Japan, so that people could readily enjoy the taste of authentic pies. The name of the product originated from the tropical breadfruit plant, whose fruit taste similar to bread when baked. This inspired an image of a wonderful, fairy-tale tree bearing many pies as fruit, which prompted the name “Pie-no-Mi” (“Pie Fruit”). The product continues to enjoy strong popularity as a long-seller that marks the 45th anniversary of its launch in 2024.



■About “Koala-no-March”

Koala-no-March is a chocolate confectionery that can be readily enjoyed by anyone, from children to adults, consisting of a crunchy biscuit with a generous filling of smooth chocolate. The product features various Koala pictures that customers will want to share with others. Initially the product launched with 12 different pictures, but today there are an astonishing 365 designs! Each year, several of the pictures are swapped with others, including designs that reflect the times, such as AI Koala and fan-support Koalas. Launched in 1984 ahead of the first arrival of a Koala in Japan, the product has become a long-seller, marking its 40th anniversary in 2024.



■About the “Bikkuriman Akuma VS Tenshi Series”

Bikkuriman Choco was launched with sealed in stickers under the concept of providing “Bikkuri” (“surprise” in Japanese). Launched in 1985, the Bikkuriman Akuma VS Tenshi Series became a social phenomenon, so popular that retailers had to limit its sale to three per person. In 2024, the Bikkuriman Akuma VS Tenshi Series marks its 39th anniversary, known in Japan as the “thank you” anniversary, making it a long-selling brand with enduring popularity.



■About “Toppo”

“Full of chocolate right to the end,” Toppo was launched in 1994 with the reversed concept of putting chocolate inside a pretzel. Putting a generous filling of mild chocolate inside a crisp pretzel allows consumers to enjoy the satisfying taste right to the last bite. Moreover, as a chocolate confectionery that does not stick to the hands, it can be easily enjoyed in any situation, such as while looking at a smartphone or working. This long-selling product will mark the 30th anniversary of its launch in 2024.



■About “TOMICA”

“TOMICA” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with miniature cars of more familiar Japanese makes. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,170 different models, a total of more than 745 million cars (As of April 2024).



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