



**A PLARAIL Train Carrying Udon Noodles!**  
**A New Way to Play That Builds Family Communication at the Dinner Table!**  
**Freshly Made and Delivered! Marugame Udon × PLARAIL**  
**To be launched on Thursday, July 13, 2023**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch “**Freshly Made and Delivered! Marugame Udon × PLARAIL**” (SRP: JPY 6,600/tax included), an all-in-one set that lets you throw an udon party at home, designed with supervision by Marugame Udon, Inc. (President & CEO: Hiroshi Yamaguchi, headquarters: Shibuya-ku, Tokyo), as a new product in the PLARAIL railroad toy series on Thursday, July 13, 2023, at toy stores, toy sections of department stores and mass retailers in Japan, online stores, specialty store for PLARAIL products “PLARAIL Shops,” and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



※本物のうどんでは撮影しています。本物のうどんは入っていません。※セット内容以外は別売です。

“Freshly Made and Delivered! Marugame Udon × PLARAIL” is an all-in-one-set with which anyone can easily enjoy an udon-serving play using PLARAIL. This dream dining experience was created through collaboration between Marugame Udon, a Sanuki udon specialty shop popular among children and adults alike that serves only handmade, fresh udon, and PLARAIL, a toy series designed for freedom of play.

With this product, children can put udon and toppings aboard a special train car called the “Udon Express TSURURI” and operate the train to deliver them to customers, letting children play make-believe as both the udon shop or the customer. Not only can children use the original noodle toy part and paper topping parts such as tempura and green onions to make their own original udon, but they can also play with real udon (sold separately). The train car can be stopped and started easily using the special rail “1/2 stopping rail,” and the refill part can be attached or detached to control the delivery of udon noodles and toppings. We hope you experience the joy of playing with PLARAIL you’ll find only in this product.

## Features of the Product

### ■ Point (1)

**Deliver udon and toppings using a train carrying real udon!**

**Special Train Car: Udon Express TSURURI**

Place udon noodles and toppings on the noodle-serving freight car. When Udon Express TSURURI arrives at “Restaurant station,” udon noodles and toppings are served in a special bowl. This product allows children to enjoy playing make-believe as both the “udon shop” who puts udon on the freight car and the “customer” who eats the delivered udon. (The special bowl, freight trays, and strainer baskets can be washed with water. Rinse thoroughly when using an alkaline detergent to ensure no residue.)



### ■ Point (2)

**Enjoy an authentic udon shop experience with a variety of accessories and original parts!**

To play, place the noodle toy part and paper topping parts, such as tempura and green onions, included in the set. The “1/2 stopping rail” can be used to stop “Udon Express TSURURI,” during which time udon and toppings can be added, then start the train again with the push of a button.

“Restaurant station,” meanwhile, comes with a “delivery pass” feature that allows udon to pass without dropping when the refill part is removed.



## Product Outline: Freshly Made and Delivered! Marugame Udon × PLARAIL

Product Name: **“Freshly Made and Delivered! Marugame Udon × PLARAIL”**

SRP: JPY 6,600 (tax included)

Launch Date in Japan: Thursday, July 13, 2023

Recommended Age: 3 years and up

Dimensions: Approx. W 410 × H 310 × D 95 (mm)

Batteries Required: 1 × AA alkaline battery \*Batteries are sold separately.

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

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Product website: <https://www.takaratomy.co.jp/products/plarail/sp/marugame/>

Product video: [youtu.be/McWbv-i4dro](https://youtu.be/McWbv-i4dro)



## ■ What is Marugame Udon?

With the brand message, “Udon so fresh, it comes to life.” Marugame Udon serves delicious handmade udon to customers every day to deliver “KANDO dining experience” (moving dining experience). With a commitment to freshness, udon masters at all of Marugame’s more than 800 store locations dedicate themselves to craft delicious udon every day.



The secret behind their preserving of the chewy, delicious, unique “Marugame texture” is that the udon is made from 100% Japanese wheat flour cut into udon noodles and boiled at the store daily to serve the best freshly made udon.

Known overseas as “Marugame Udon,” its restaurants let guests enjoy freshly made udon and tempura in their way with lively atmosphere, and are so popular that lines form in the shops nearly every day.

## ■ What is PLARAIL?

“PLARAIL” (Sales agent: TOMY Company) is a long-running series of railroad toys that was launched in 1959 and will mark its 64th anniversary in 2023. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.



The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged for more than 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,962 types and more than 186.4 million products have been sold in Japan (as of March 31, 2023).

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