

For Immediate Release



February 1, 2021

A collaboration where you can enjoy

“Pop-Up Pirate” together with LOTTE and Calbee’s snacks!

Full of sweet dares such as “tell us three conditions you look for in your lover”

“Pop-Up Pirate Waruhige Sweet”

Full of spicy dares such as “why don’t you show us your face right before sneezing?”

“Pop-Up Pirate Waruhige Hot”

To be launched Saturday, March 13, 2020

～Perfect for a new chapter in life from the spring! Great for remote parties!～

“Sweet or Hot – Choose Your Side Campaign” starts accepting entries

via the official website on February 1!!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release two models of **“Pop-Up Pirate Waruhige Sweet”** and **“Pop-Up Pirate Waruhige Hot”** (SRP: JPY 2,970 each/tax included) as new products in the longtime-seller game “Pop-Up Pirate” series on Saturday, March 13, 2021 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop), etc.

“Pop-Up Pirate Waruhige” launched on this occasion is a thrilling and exciting dare game that evolved out of “Pop-Up Pirate,” and it is a product that you can enjoy together with popular snacks. **“Pop-Up Pirate Waruhige Sweet”** is a product in collaboration with LOTTE CO., LTD., and **“Pop-Up Pirate Waruhige Hot”** is a product in collaboration with Calbee, Inc. Some of the dares in the game include those related to popular snacks sold by these companies. You can enjoy the game together with snacks at parties.

Each product includes 54 swords, which is 30 swords more than the regular edition. A sweet dare is written on each sword in Sweet, and a spicy dare in Hot. Players insert these swords into the barrel in turns, and a player who has the “Waruhige pirate figure” pop out must “take the dare written on the sword.” Players can share time together and enjoy communications with more thrill and excitement than ever.

Ahead of a new chapter in life from the spring that is about to come, we also suggest playing styles you can enjoy in a variety of scenes at seasonal parties, at home and online, with your friends from school, colleagues from work or family members.



Pop-Up Pirate Waruhige Sweet



Pop-Up Pirate Waruhige Hot

[How to play] (for both Sweet and Hot)

Just like the existing “Pop-Up Pirate”, players follow a rule to insert a sword into a slot of the barrel in turns and a player who has the “Waruhige pirate figure” in the barrel pop out loses. But the swords included in this product have dares written on them, and the player who has the “Waruhige pirate figure” pop out must take the dare on the sword that popped the pirate out and do what it says.

The dares on the swords are included in the package as stickers when you purchase the product. Each product includes three types of swords with different contents and themes, so they can be used properly according to the situation; Sweet includes Dark Chocolate Swords (bittersweet dares), Honey Swords (sweet dares) and Marshmallow Swords (heartwarming dares), and Hot includes Chili Swords (piping hot dares), Pepper Swords (spicy dares with a kick) and Wasabi Swords (sinus-clearing dares that will make you cry).



*Reverse Dare sticker

Empty stickers are also included so you can write whatever dares you like, as well as “Reverse Dare” stickers with which the player who pops the pirate out can decide on a dare as they wish.

On empty stickers, for example, you can write in dares that are clear even on screens when playing remotely (“come out wearing your favorite pajamas”) or dares that will liven up communication (“tell us three films you recommend”). Because you can customize how you use them and how you cheer up as you wish, you can enjoy not only in person but also remotely.

<How to play remotely>

- Details of dares: You can enjoy the game more if you write on the swords dares that can be enjoyed on screen remotely and add to the game's dares, in addition to the dares included in the product.
- Sample dares: In addition to dares sure to cheer you up such as “try making a weird face,” “your favorite something” such as “show us your favorite item in the fridge” and “what is your favorite film or comic book?” liven up communication so you can enjoy even more.
- Point: The organizer who has the product should speed up the tempo to cheer everyone up, such as by inserting one sword for the first round and inserting two swords for the second round. If you put numbers on the slots of the barrel in advance, the participants can smoothly give directions on which slot to insert the sword into.



*Image

You can also download dares for playing remotely from the website.

www.takaratomy.co.jp/products/kurohige/products/waruhigeamakara

<YouTube video>

330,000 subscribers! On Rainbow's popular comic skit channel (URL: youtu.be/NUY0NBtZ2Uo), a video in collaboration with “Pop-Up Pirate Waruhige” will be released at 20:00 on Monday, February 1.

Rainbow shows us so many great reactions while playfully introducing us the thrilling and exciting dares in “Pop-Up Pirate Waruhige.”

Distribution period (planned): Monday, February, 1 – Friday, April 30



Rainbow

Left: Jumbo Takao

Right: Naoto Ikeda

[Details of dares]

<Pop-Up Pirate Waruhige Sweet>

This is a product in collaboration with LOTTE CO., LTD. Comprised of three types of dares including “Marshmallow Swords,” “Honey Swords” and “Dark Chocolate Swords,” it is full of sweet dares such as “tell us three conditions you look for in your lover.”

■Sample dares

• Dark Chocolate Swords

Includes “talk about your Valentine’s Day memory,” “tell us three conditions you look for in your lover” and “let’s spill a little secret”

• Honey Swords

Includes “talk about someone you’re sweet on!” and “give us a sweet line after doing five squats!”

• Marshmallow Swords

Includes “tell us a story where you were embarrassed about being looked at,” “show us a very soothing picture” and “act like a kitty for one minute, meow”

■Sample dares in collaboration with LOTTE products

Includes “share a ‘Choco Pie’ with everyone☆,” “give us a cute food review on ‘Pie No Mi’,” “eat ‘Toppo’ like a hamster” and “do an impression of a character from ‘KOALA’S MARCH,’ mon”



Swords (Pop-Up Pirate Waruhige Sweet)



Products that appear in dares (left)

“Choco Pie.” (right) “Pie No Mi”

<Pop-Up Pirate Waruhige Hot>

This is a product in collaboration with Calbee, Inc. Three types including “Wasabi Swords,” “Chili Swords” and “Pepper Swords” are full of hot dares such as “show us a face when you’ve eaten something hot and spicy.”

■Sample dares

• Chili Swords

Includes “tell us all about your dreams with excitement in one minute,” “go ahead and do Radio Exercise No. 1 by yourself!” and “fire up the player to your right!”

• Pepper Swords

Includes “why don’t you show us your face right before sneezing?” and “show us a selfie of your most weird face!”

• Wasabi Swords

Includes “tell us a story about when you were most seriously scolded” and “tell us about when you cried recently and the reason why”

■Sample dares in collaboration with Calbee products

Includes “eat ‘Karabee Hot Chili ’ and give a spicy review,” “eat ‘Potato Chips’ while acting super cool,” “try making a senryu with ka, ra and be” and “say ‘Karabee, Calbee’ 10 times real fast”



Swords (Pop-Up Pirate Waruhige Hot)



A product that appears in dares.

“Karabee Hot Chili ”

[Campaign]

■ Campaign Name: **“Sweet or Hot – Choose Your Side Campaign”**

■ Content: Commemorating the collaboration, we are asking you to enter a contest by choosing your side between playing Pop-Up Pirate Waruhige Sweet full of sweet dares and Pop-Up Pirate Waruhige Hot packed with spicy dares. Luxurious prizes will be given out in a drawing.

■ How to apply: Enter from the entry form on Pop-Up Pirate Waruhige’s official website below (www.takaratomy.co.jp/products/kurohige/products/waruhigeamakara) or enter by retweeting either the Sweet post or Hot post designated for entry on Jinsei-san’s Twitter (mobile.twitter.com/jinsei_days).

■ Period to apply: Monday, February 1, 2021 – Sunday, March 14, 2021

■ Prizes: ☆ Special prize! Gold sword for “Pop-Up Pirate” – 1 winner

Production: GINZA TANAKA

(TANAKA KIKINZOKU JEWELRY K.K.)

☆ LOTTE prize: Assortment of snacks – 5 winners

☆ Calbee prize: Assortment of snacks – 5 winners

☆ TOMY Company prize: Pop-Up Pirate Waruhige Sweet,
Pop-Up Pirate Waruhige Hot and The Game of Life Jumbo
Dream – 5 winners



Details of the campaign are announced on the following website.

www.takaratomy.co.jp/products/kurohige/products/campaign/2021_01_waruhige

[About “Pop-up Pirate”]

Since the launch on July 1, 1975, 81 types of the “Pop-up Pirate” have been released to date. It is a longtime seller with cumulative shipment volume of more than 15 million units in 47 countries and regions around the world. The game has been loved by men and women of all ages around the world for its features such as “everybody can enjoy it just by following simple and clear rules,” “thrilling and exciting,” and “the game is settled in no time.” To play, players insert a sword into a slot of the barrel in turns, and if “Blackbeard pirate figures” in the barrel pops out, the player loses. While feeling thrilled and excited wondering who will have “Blackbeard pirate figures” pop out, everyone can share the same time and experience and enjoy communications.

<Product Outline>

Product Name: “Pop-Up Pirate Waruhige Sweet,” “Pop-Up Pirate Waruhige Hot”

SRP: JPY 2,970 (tax included)

Launch Date in Japan: Saturday, March 13, 2021

Recommended Age: 15 years and up

Package Contents: Barrel (1), Waruhige pirate figure (1 unit), swords (18 swords of each color in brown, yellow, pink (Sweet) or red, gray, green (Hot), 18 swords × 3 colors per product for a total of 54 swords)

Dimensions: W 170 mm × H 210 mm × D 155 mm

*When figures are placed in the barrel

Sales Target: 15,000 units

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop) etc.

Copyright: © TOMY

Official Website: www.takaratomy.co.jp/products/kurohige/products/waruhigeamakara

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)