



October 17, 2022

A three-company, nine-product **collaboration** including **“Sapporo Potato Mix Vegetable”** from Calbee, **“Ottotto”** from Morinaga, and **“Kuppy Ramune”** from Kakudai Seika!

A **vending machine that you can play with by placing real snacks in the accompanying cups!**

“Snack Vending Machine”

To be launched on Saturday, November 26, 2022

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the **“Snack Vending Machine.”** a vending machine toy to play with by placing real snacks in it (hereinafter, “Talking Vending Machine”) (SRP: JPY 7,480/tax included) on Saturday, November 26 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



The “Talking Vending Machine” is a product that children can enjoy pretend play with a vending machine by placing actual snacks in it. This is a three-company, nine-product collaboration that includes “Sapporo Potato Mix Vegetable,” “Kappa Ebisen” and “Vegetaberu Salad” from Calbee, “Ottotto,” “Bake” and “Manna Bolo” from Morinaga, and “Kuppy Ramune,” “Kuppy Ramune Mix,” and one other snack from Kakudai Seika, and the collaboration roll papers can be attached to the accompanying cups. Children can place snacks from collaborating products in the cups(*1) and **enjoy realistic pretend play with a vending machine** to buy the snacks.

*1: Snacks are not included.

In addition, a dedicated “IC Card” is included, and by pressing the “IC Card Button” on the vending machine, payment is made using the product’s “Maji-Pay” e-money system for cashless payment. The toy is designed to make children want to play over and over again, including official sound logos of collaborating partner companies, more than 20 types of voice clips related to the products, as well as 40 fun voice clips and sound effects.

In addition, this product is the third launch in the “Just like the real thing” series that we anticipate will improve the social skills of the user with play that is close to the real thing, just like how adults use a vending machine. The product can be used together with the first product in the series, “Magical Playtime Barcode Scanning Register” (hereinafter, “Talking Barcode Register”) currently on sale with great reviews, and the barcode on the roll paper attached to the cups can be read by the Talking Barcode Register. (Barcodes are printed on some of the roll papers.)

Non-face-to-face and non-contact sales such as take-out, home delivery, back-ordering, and cashless payments have evolved rapidly in recent times. Along with it, the evolution has also spread to vending machines, with the installation of vending machine that sell various products not limited to beverages, such as frozen food, local ramen, and hobby products. The functionality of vending machines has also evolved, using various ways of communication including talking in local dialects, and support for cashless payments. Moreover, playing with a vending machine involves inserting money and selecting things to buy, which strongly appeals to children among pretend plays that are closely connected with their lives at all times. The best feature of this product is that **children can incorporate real products in their play and have a simulated experience close to the real thing**, as well as that they can incorporate trends in the world and are able to adopt **social experiences just like adults have** in their play.

TOMY Company relentlessly aims to nurture children’s non-cognitive skills necessary for life, such as curiosity, ingenuity and spirit of not giving up, through play, from the time they are babies through to preschool.

Future campaigns are planned for the companies and products that are part of the collaboration for this series.

Product Features

—Play by placing real snacks in the machine

Open the accompanying cups, place the snacks children have prepared themselves, and set the cups in the machine. When children pull down the payment lever with a coin or IC card to make a purchase using the vending machine, a cup will drop down and they can take the cup. In addition to playing as if children are making a real purchase, this product offers the newly added experience of “eating the snacks they purchased.” Children can attach the included roll paper designed with the packaging of collaborating products to cups and play by placing those products in the cups. They can also use snacks other than the collaborating products and draw their own packaging to expand the range of play.



▽Collaborating companies and snacks *In order of Japanese syllabary

- Kakudai Seika: “Kuppy Ramune,” “Kuppy Ramune Mix,” one other snack
- Calbee: “Sapporo Potato Mix Vegetable,” “Kappa Ebisen,” “Vegetaberu Salad”
- Morinaga: “Ottotto,” “Bake,” “Manna Bolo”

—Description of the vending machine

- ① Refill the cups with product from the top.
- ② Insert coin, or press the IC Card Button.
- ③ Select a cup and pull down the purchase lever.
- ④ The selected cup comes out from the bottom of the machine.



In addition to voice clips for collaborating products, the machine contains a total of 40 fun voice clips and sound effects.

- ♪When a coin is inserted. “Pong♪”
 - ♪When IC card is pressed. “Maji-Pay♪”
 - ♪When selecting a product. “Select a product and pull the lever”
 - ♪When purchasing a product. “Enjoy!”
 - ♪When 1 second has passed after making a purchase. “Biyoyoon,” etc.
- And many other sounds!

About the “Just Like the Real Thing” product series

Children have a strong interest in what adults do.

The “Just like the real thing” series are products that enable children to have adult-like experiences in their play, and can be expected to enhance the ability of children to have aspirations in their hearts and to improve their social skills.

In addition to the “Talking Vending Machine,” the product lineup includes the “Talking Barcode Register” and “Two-way Shopping Car” that can be used together with the register. We plan to release more products for this series in the future.

Official website: www.takaratomy.co.jp/products/marudehonmono

Product Outline

Product Name:	“Snack Vending Machine”
SRP:	JPY 7,480 (tax included)
Launch Date in Japan:	Saturday, November 26, 2022
Recommended Age:	3 years and up
Power Source Used:	3 × AA alkaline batteries (not included)
Package Contents:	Main unit, cups × 6, lids × 6, coins × 10, IC card × 1, roll paper sheet 1 sheet / 14 pieces
Dimensions:	Approx. W 226 mm × H 270 mm × D 132 mm (main unit)
Sales Channels:	Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp) and others
Product Website:	www.takaratomy.co.jp/products/janjanvendingmachine
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