



For Immediate Release

(English translation of the Japanese press release)

August 20, 2026

The supermarket play that reflects times - “self-checkout,” “cashless payment,”
“reward points,” and “online ordering”

Licca Liccapay Cashless Supermarket
To be launched in Japan on Saturday, October 24, 2026
Limited first edition includes accessories of Nichirei’s popular frozen foods

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will release a new product in the LICCA dress-up doll series, a playset for shopping at a modern supermarket, “**Licca Liccapay Cashless Supermarket**” (SRP: JPY 7,480/tax included) on Saturday, October 24, 2026, at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp/). Pre-orders through “TOMY MALL” are scheduled to begin on Thursday, August 27, 2026.



*Dolls and some accessories are sold separately.

“**Licca Liccapay Cashless Supermarket**” is a playset that allows for familiar shopping activities such as “self-checkout,” “cashless payment,” “reward points,” and “online ordering.” Since its release in 1967, LICCA has offered shopping-themed products, reflecting the lifestyles of each era in Japan from Showa to Heisei and Reiwa. In recent years, following the COVID-19 pandemic, the use of self-checkouts, cashless payments, and online supermarkets has become widespread, and shopping styles have significantly changed, including the use of reward point services.

This product features a “self-checkout” that can scan items and a function for “cashless payment” using a smartphone. It also incorporates a “reward point system,” where accumulating points automatically triggers the “Liccapay Chance!” A space for hanging a reusable bag is provided next to the checkout. Furthermore, it includes 60 types of sounds, such as announcements related to online orders like “Please deliver bananas and yogurt,” as well as calls for time sales, allowing for a more realistic shopping experience.

The limited first edition comes with accessories that replicate popular frozen foods like Nichirei’s “*Honkaku-Itame Chahan* (fried rice)” and “*Tokukara* (deep-fried chicken)” in LICCA doll size. Frozen foods are familiar to

children through lunch boxes and daily meals, and they have a high affinity with shopping play, which led to this collaboration. The TOMY Group offers a lunchbox game using Nichirei's frozen foods within the job experience app "FamilyApps."

Product Highlights of "Licca Licapay Cashless Supermarket"

■ A recreation of modern self-checkouts! Play by scanning just like the real thing!

When included items (accessories) are held over the scanning part of the checkout, the infrared sensor reacts, allowing the product to be read just like a real self-checkout. Additionally, there is a space next to the checkout for hanging a reusable bag, allowing scanned items to be placed directly into the bag, enabling play that closely resembles the actual shopping process.

■ Cashless payment with "Liccapay!" Earn points through payment. There might be a chance to get everything for free!?

Payments can be made using "Liccapay" with the included smartphone (accessory). When 100 points are accumulated, the "Liccapay Chance!" is triggered, offering various outcomes such as "Product Giveaway," "Miss," or "Everything Free," making it a design that encourages repeated play.



Choose items...



Scan items at checkout, and place them in the reusable bag.



Pay with "Liccapay"! When 100 points are accumulated, the "Liccapay Chance!" is triggered.

■ Includes online orders and time sales! Features 60 types of sounds

Various announcements are randomly played inside the supermarket.

<Examples of Recorded Sounds> "An online order has been received! Staff, please deliver the ____."

"We're currently having a time sale! It's a great deal."

"Freshly baked bread is ready!"

■ Nichirei's "Honkaku-Itame Chahan (fried rice)" and "Tokukara (deep-fried chicken)" in LICCA doll size in the limited first edition

The limited first edition comes with accessories that replicate Nichirei's popular frozen foods in LICCA doll size. The lineup consists of four types, including "Honkaku-Itame Chahan (fried rice)" and "Tokukara (deep-fried chicken)." Not only does it include the outer box, but also food pieces in trays, allowing for not only shopping at the store, but also expanding the imagination to post-purchase scenes, such as heating in the microwave and serving at the dining table.



Includes food pieces in trays!

*Packaging differs from the actual product.

◆◆◆Product Outline◆◆◆

Product Name: **Licca Licapay Cashless Supermarket**

Launch Date in Japan: Saturday, October 24, 2026

SRP: JPY 7,480 (tax included)

Dimensions: H 285 x W 600 x D 150 (mm)

Pre-order Opening Day: Thursday, August 27, 2026

Recommended Age: 3 years and up

Batteries Required: 3 × AAA alkaline

*Batteries are sold separately.

Package Contents: Shelves x 3, **Licapay** scan checkout, basket, smartphone, hook, candy stand, cart, bag, tong, tray, accessories x 50, background boards x 6, designated stickers x 2, paper accessories sheet, limited first edition parts x 4, limited first edition designated stickers, limited first edition paper accessories sheet

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Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "TOMY MALL" (takaratomy.com), etc.

Official Website: licca.takaratomy.co.jp/products/house/supermarket2026/

◆◆◆About LICCA doll◆◆◆

Dress-up doll LICCA was born in 1967, and since then various products have been released that give shape to children's fantasies and dreams, always reflecting the times and trends. One can enjoy "pretend play" and "dress-up play" using items such as dresses and houses, and LICCA doll has had a defined profile including age, family and friends from her initial release. In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. LICCA has been widening her field of activity as a celebrity talent, and her own social media accounts are also big topics.

[Official Website] licca.takaratomy.co.jp

[Official SNS @bonjour_licca] x.com/bonjour_licca [instagram.com/bonjour_licca](https://www.instagram.com/bonjour_licca)

[Official YouTube Channel] "LICCA Official Channel" www.youtube.com/@Licca-chan_official

◆◆◆Reference: LICCA Doll Supermarkets from Showa, Heisei, and Reiwa eras◆◆◆

	Showa	Heisei	Reiwa
Register	Staffed	Staffed	Self-checkout
Payment	Cash	Card	Cashless (smartphone)
Purchase method	In-store	In-store	In-store & online
			
Product name	1977 LICCA Supermarket	2005 Heart Hills Foodmarket	2026 Licca Licapay Cashless Supermarket
Outline	Product accessories can be restocked by inserting them from the back and pulling the front knob, and there's a mechanism to rotate the conveyor belt to place items into the basket.	The "Heart Hills" series was born against the backdrop of the opening of large commercial facilities. When the "Shopping Card" is aligned with the card reader at the checkout, it tells the price and allows payment to be made. *Prices are random	Equipped with self-checkout and a function for cashless payment via smartphone. It incorporates modern shopping styles, such as a reward point service that triggers a lottery when enough points are accumulated, and announcements for online orders.

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 E-mail: tpr@takaratomy.co.jp

For product inquiries from consumers, please contact:

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