

## Meijer Reveals Season's Top Toys in Holiday Toy Guide, Including Barbie, LEGO and Disney 100

Retailer's annual Toy Guide arriving two weeks early to kick off extended shopping season

GRAND RAPIDS, Mich., Oct. 17, 2023 /PRNewswire/ -- Meijer announced its "Top Toys" of the holiday season today, from Barbie and LEGO to an array of Squishmallows and the Disney 100 collection. The Grand Rapids, Mich.-based retailer's top toy picks are arriving earlier than usual to more than 1 million households across the Midwest this week in the highly anticipated Meijer Toy Guide. According to a [new survey by Bankrate](#), 50 percent of holiday shoppers plan to begin or have already begun making purchases before Halloween.

"We know customers are shopping earlier this year, so we've made sure our stores are stocked with the hottest new toys, as well as the classics, to make their lives a little easier," said Elizabeth Miling, Director of Merchandising for Toys & Sporting Goods at Meijer. "The holidays can be hectic, so we're giving customers more time to plan their magic so they can enjoy friends and family this season."

Top Toys featured in the Meijer Holiday Toy Guide include:

- **Barbie:** Kids can build out their Barbie world with new accessories like the Barbie Dreamhouse and pop-up camper, along with new dolls like Pegasus Barbie and Made-to-Move Volleyball Barbie.
- **LEGO:** For the young and young at heart, LEGO is a classic. Build and display with favorites from Nintendo to Disney Princess to Star Wars and beyond.
- **Disney 100:** Celebrate 100 years of Disney with everything from collectible Funko Pop to Disney Trivia.
- **Nintendo Switch Mario Kart 8 Deluxe Bundle:** The best of both worlds, the Nintendo Switch is paired with everyone's favorite racing game, Mario Kart 8 Deluxe. Extend the fun online with three months of Nintendo Online access.
- **Super Mario Bros. Wonder for Nintendo Switch:** Coming to stores on Oct. 20, the latest addition to the Super Mario Universe lets you play as your favorite Nintendo characters while discovering surprise and wonder around every corner.
- **UNO Quattro:** Shake up your family's UNO play with a new game that combines the challenge of four in a row with the strategy of matching color or number!
- **Squishmallows:** These adorable plush toys will give youngsters huggable fun all year long.
- **Furby:** Everyone's favorite interactive, plush toy is back with new fashion accessories!
- **Beast Lab:** Everything you need to create your own beast to save the world!
- **Cookeez Makery Oven:** This oven "bakes" a surprise plush friend! Mix and shape the dough, then bake it and open the oven to find a scented plush.

The Meijer Holiday Toy Guide takes a classic hands-on catalog approach, so kids can circle their choices and share them with parents and other relatives. The guide is a colorful, nostalgic throwback to the days of printed catalogs, with an online version easily accessible through QR codes, connecting customers directly to the Meijer app. This year's edition even features a fun game where kids can search the guide to find all 14 elves hidden among the toys, electronics, games and books.

The retailer also encourages customers to keep an eye on its weekly ad and mPerks program through the Meijer app for savings all season long, including the holiday favorite, Santa Bucks. In October, Meijer customers will earn 5,000 mPerks points for every \$50 spent on toys from Oct. 15-28 (limit 10,000 per customer) and earn free Meijer Home Delivery when they spend \$50 on toys. Additionally, charitable organizations get 10 percent off with coupon on toy purchases of \$100 or more\* all season long.

Customers can find the retailer's digital Holiday Toy Guide online at [meijer.com](https://www.meijer.com).


**About Meijer:** Meijer is a Grand Rapids, Mich.-based retailer that operates more than 500 supercenters, Meijer Grocery, neighborhood markets and Express locations throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit [www.meijer.com](https://www.meijer.com). Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at [www.facebook.com/meijer](https://www.facebook.com/meijer).

\*Organization must show w9 with 501c3 tax ID at customer service desk to receive the coupon.

SOURCE Meijer

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Additional assets available online:  **Photos** <sup>(1)</sup>

<https://newsroom.meijer.com/2023-10-17-Meijer-Reveals-Seasons-Top-Toys-in-Holiday-Toy-Guide-Including-Barbie-LEGO-and-Disney-100>