

# MGA MINIVERSE "HAPPY HOUR" TOYS



## FACTSHEET

By putting toy cocktails in the hands of kids, **MGA Miniverse "Happy Hour" model cocktails** play reckless games with kids' lives. By teaching youth that alcohol is a toy, these collectibles threaten to create endless ripples of harm, starting young and lasting well into adulthood.

### What are MGA Miniverse "Happy Hour" Toys?



- Plastic-wrapped, baseball-sized clamshells containing a doll- house-sized DIY "cocktail."
  - ▶ Balls contain plastic glass, clear resin "drink," and accoutrement
  - ▶ Explicitly labeled as cocktails, e.g. "espresso martini," "blue Hawaiian ," "lavender gin and tonic"
  - ▶ Shells are opaque and contain randomly selected "cocktail," generating a collector incentive akin to Pokemon cards, baseball cards, or "gacha" balls

- ▶ Toys are at the same scale as MGA's Bratz dolls, encouraging youth to work drinks into everyday play

- "21+" warnings on wrapping are ineffective, insufficient, and unenforced.

- ▶ Store employees are not trained to card
- ▶ Labeling is small and unobtrusive
- ▶ Non-21+ Miniverse balls are sold with identical scale and branding

- MGA Miniverse includes dozens of other lines, all of which are plainly meant for kids.

- ▶ Branding includes Harry Potter, Lord of the Rings, Hershey's
- ▶ One of the top selling current brands, being awarded "Top Selling Toy" by marketing research firm Circana.
- ▶ History of negligence— Miniverse toys subject to major recall for toxic components in June, 2024.

## What are the risks from alcohol-themed toys?

- **Playing with toys is not just distraction—it's a form of learning.**
  - ▶ Toy alcoholic beverages directly teach youth that there is nothing wrong with a child or teenager having fun with a cocktail—establishes a “social norm”
  - ▶ By making alcoholic beverage into a toy, youth start expecting the same sense of fun from real alcoholic beverages
- **These toys shape kids' attitudes just like youth-oriented alcohol marketing.**
  - ▶ Study after study has found that alcohol marketing makes kids more likely to say they want to drink, and drink excessively once they start
  - ▶ California middle-schoolers who owned alcohol-themed personal items were 3x as likely to have ever drank, and 1.5x as likely to be active drinkers
- **Kids who start drinking earlier tend to suffer more harms from alcohol.**



- ▶ Alcohol hurts school performance, trouble with peers, and is associated with criminal justice system involvement
  - ▶ Risk of sexual assault and violence, including teenage intimate partner violence
  - ▶ Leading preventable causes of underage death—accidental injuries, homicide, suicide, and overdose—are all heavily influenced by alcohol
  - ▶ The younger someone starts drinking the more likely they are to drink excessively as adults
- ▶ Kids who start drinking before 15 years old are more than 3x as likely to drink excessively as adults
- **Industry targeting of youth is a notorious, well-known tactic.**
  - ▶ Alcohol industry uses tobacco industry playbook—major tobacco companies and major alcohol companies share the same owners
  - ▶ Tobacco leaders openly admitted that youth sales keep the industry alive
  - ▶ Toy and candy versions of adult products are sparking kids' interest in using them

## What can the community do about it?

- Contact retailers and tell them to remove products from shelves.
- Contact manufacturer MGA Entertainment and tell them to pull this product.
- **Make sure your kids know:** *no one should sell them alcohol or alcohol-themed toys.*