

MGA MINIVERSE “HAPPY HOUR” TOYS

OVERVIEW



With the introduction of **MGA Miniverse “Happy Hour” model cocktails**, toymaker MGA Entertainment and the retailers who stock its products have crossed what should be an uncrossable line—selling alcohol as a plaything for kids. Alcohol Justice, Consumer Federation of America, and Fairplay are reaching out to all retailers to tell them to respect the health and safety of the families and pull all MGA Miniverse “Happy Hour” toys from stores, online catalogs, and end their production.

The MGA Miniverse “Happy Hour” line of toy alcoholic drinks is a spinoff of the popular Miniverse toys, an award-winning line of model everyday objects. The idea is to allow kids to use resin, stickers, and precast plastic models to construct familiar products at the scale of MGA’s signature Bratz dolls. With the “Happy Hour” collection, MGA is introducing margarita glasses, Collins glasses, and mugs, all of which are intended to be filled with resin tinted to look like popular mixed drinks. These models are not just reminiscent of alcoholic drinks—they *are* drinks, being labeled as “espresso martini”, “mango margarita”, “blue Hawaiian”, etc. They are not even set aside for hobbyist stores: they are sold in prominent endcap racks at Target and other all-ages, big box retailers and Amazon online.

By encouraging kids to play with alcoholic drinks the way they would with a doll, MGA and the retailers who stock these products are engaging in a practice that teaches kids how to drink long before they should even be thinking about it. This risks not only exposing these kids to the social, academic, criminal justice, and health risks of early drinking, it can encourage alcohol use disorder well into adulthood. There is no safe way to sell these toys; they must be pulled from circulation.

For more information and inquiries, contact Alcohol Justice at advocacy@alcoholjustice.org.

