



BUILD-A-BEAR DEBUTS EXCLUSIVE LLOROMANNIC PLUSH AS PART OF NEW SANRIO HALLOWEEN COLLECTION FOR THE FIRST TIME EVER IN SELECT COUNTRIES

August 28, 2026

The popular Lloromannic Sanrio duo, Berry and Cherry, along with a full Halloween collection, now available in Build-A-Bear Workshops and online for spooky season

ST. LOUIS, Aug. 28, 2026 /PRNewswire/ -- Build-A-Bear Workshop® today announces the launch of its new Sanrio® Halloween Collection, featuring plush versions of fan-favorite Lloromannic™ characters Berry™ and Cherry™. Now available exclusively at Build-A-Bear, the collection marks the first time Lloromannic™ will be offered in full-size plush form by a retailer in the United States, United Kingdom, Ireland, and Canada. This mischievous duo has developed a devoted following among Sanrio fans and collectors and joins the lineup as part of this seasonal collection that pairs beloved Sanrio favorites with Halloween-inspired looks for collectors and fans of all ages.



The launch further expands Build-A-Bear's portfolio of highly sought-after licensed character experiences and reinforces the company's position as a destination for exclusive collectibles and first-to-market offerings.

"The debut of Berry and Cherry represents the kind of fan-first moment that makes our partnership with Sanrio so special," said Kim Utlaut, Chief Brand Officer at Build-A-Bear. "As the premier retailer bringing the Lloromannic duo to full-sized plush form for the first time in select countries, we're able to give longtime fans and collectors something they've been eagerly anticipating. It's an exciting opportunity to introduce these

fan-favorite characters to a broader audience while creating a unique Make-Your-Own experience that can only be found at Build-A-Bear."

"Sanrio fans have such a deep connection to our characters, and we love creating opportunities to celebrate some of the characters they've been asking to see more of," said Jill Koch, Chief Brand Officer of Sanrio, Inc. "Berry and Cherry have a super passionate fan base, and we're excited to bring them to Build-A-Bear for the first time. It's such a fun way for longtime Lloromannic fans to experience these characters in a new way while introducing them to even more fans just in time for Halloween."

The Sanrio Halloween Collection combines seasonal spooky styling with character-driven storytelling while remaining true to the personalities fans know and love. The following characters are included in this season's launch:

- **Berry:** Making his first-ever plush debut, Berry is one-half of the mischievous Lloromannic pair. Known for his ram horns, bold personality, and playful rivalry with Cinnamoroll™, Berry has become a fan favorite among collectors who love Sanrio's edgier characters.
- **Cherry:** Berry's partner in mischief, Cherry is making her plush debut alongside her sibling, Berry. Competitive, confident, and always ready to stir up a little harmless trouble, Cherry is beloved for her distinctive pink look and larger-than-life personality.
- **Spooky Webs Cinnamoroll™:** A seasonal take on the beloved floppy-eared puppy, spiderweb Cinnamoroll™ features Halloween-inspired details that blend sweet charm with spooky-season fun.
- **Starry Sky Hello Kitty®:** Bringing a softer, whimsical side to the collection, Starry Sky Hello Kitty shines with celestial-inspired details that balance the collection's playful mischief with dreamy charm.

Introduced in 2007 as part of the Cinnamoroll universe, Berry and Cherry are collectively known as the Lloromannic™ and come from a whimsical world beyond a magical mirror, serving as a counterpart to Cinnamoroll's world. The Lloromannic name even derives from Cinnamoroll's name, being "Cinnamoroll" spelled backwards.

Berry and Cherry are best known for their playful pranks, gothic-inspired style, and mischievous adventures. Their playful dynamic with Cinnamoroll and his friends is all part of the fun, making them beloved by fans who are drawn to their distinctive style and mischievous personalities.

The Halloween Collection is now available online and at participating Build-A-Bear Workshop locations while supplies last. Guests can personalize their furry friends with outfits, sounds, scents, and accessories to create a one-of-a-kind Halloween companion.

About Build-A-Bear Workshop, Inc.

Founded in 1997, Build-A-Bear is a leading global retailtainment brand on a mission to add a little more heart to life. At Build-A-Bear, guests are invited to create personalized furry friends through a unique stuffing, dressing, accessorizing, and naming process, accentuated by a memorable "heart ceremony" that creates moments of connection for people of all ages.

Over the years, Build-A-Bear has grown into a multi-generational phenomenon, positioned at the intersection of pop-culture trends. Beyond its signature retail experience, the brand also offers pre-stuffed plush, gifting, partnerships with best-in-class licensed and collectible characters, and original storytelling through Build-A-Bear Entertainment, LLC. Build-A-Bear's current brand platform and message, "The Stuff You Love," crosses ages and cultures while celebrating nearly 30 years of helping people mark life's meaningful moments.

Today, Build-A-Bear operates more than 650 company-owned, partner-operated and franchise experience locations across more than 30 countries, complemented by [buildabear.com](https://www.buildabear.com). Build-A-Bear Workshop, Inc.

(NYSE: BBW) reported \$529.8 million in total revenues for fiscal 2025, representing the company's 5th consecutive year of record results. Learn more at the Investor Relations section of [buildabear.com](https://www.buildabear.com).

About Sanrio

Sanrio® is the global lifestyle brand best known for Hello Kitty®, who was created in 1974, and home to many other beloved character brands such as My Melody™, Kuromi™, LittleTwinStars™, Cinnamoroll™, Pompompurin™, gudetama™, Aggretsuko™, Chococat™, Badtz-maru™ and Keroppi™. Sanrio founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services, and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings, and theme parks. Sanrio boasts an extensive product lineup that is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit www.sanrio.com and follow @sanrio and @hellokitty on Facebook, Instagram, Twitter, TikTok, Pinterest, and subscribe to the Hello Kitty and Friends YouTube Channel.



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