



MEDIA LOOK SHEET

JULY 2025

NEW SEASON ARRIVALS FROM CRAYOLA



New arrivals from Crayola have hit the high-street in time for the Summer holiday and back to school season!

Crayola's Foodie Friends is the fresh new collection full of fun stationery, activity sets, crafts packs, stickers and more! This collection will be available in Tesco stores nationwide from July.

The second collection is the hot new collaboration with Hot Wheels! The capsule product edit features a giant Crayon Shaped Craft Tube, Colour Your Own Race Car, Four in One Activity Pad and Surprise Activity Pad and will be in Sainsbury's stores from July.



Crayola Foodie Friends Learn To Draw Folder
30 Page Activity Pack
RRP: £10
(currently on Tesco Clubcard offer for £8)*
Retailer – Tesco



Crayola Foodie Friends A3 Colouring Pad
36 Pages
RRP: TBC
Retailer – Tesco



Crayola Foodie Friends Sticker Roll
3 Metres
RRP: £4
(currently on Tesco Clubcard offer for £3.20)*
Retailer – Tesco



Crayola Foodie Friends Colour Your Own Pencil Case
RRP: TBC
Retailer – Tesco



Crayola Foodie Friends Colour your own Stickers
RRP: TBC
Retailer – Tesco



Crayola Foodie Friends ImagiPals Surprise Ball
4 to Collect
Contents Include erasers, crayons, stickers, & colouring sheet
RRP: £3
(currently on Tesco Clubcard offer for £2.40)*
Retailer – Tesco



Crayola Foodie Friends Mini Sewing Kit
RRP: TBC
Retailer – Tesco



Crayola Foodie Friends Mini Pom Pom Art Kit
RRP: TBC
Retailer – Tesco



Crayola Colour Your Own Costume
Dinosaur & Unicorn
RRP: TBC
Retailer – Sainsbury's



Crayola Foodie Friends Canvas with 4 Pens
RRP: TBC
Retailer – Tesco



Crayola A5 Notebook
RRP: TBC
Retailer – Sainsbury's

Crayola Stationery Filled Tumbler
RRP: TBC
Retailer – Sainsbury's

Crayola Mini Stationery Back Pack
RRP: TBC
Retailer – Sainsbury's



Crayola x Hot Wheels Giant Crayon Shaped Filled
Craft Tube
RRP: TBC
Retailer – Sainsbury's



Crayola x Hot Wheels Colour your
Own Race Car
RRP: TBC
Retailer – Sainsbury's



Crayola x Hot Wheels 4 in 1 Activity Pad
RRP: TBC
Retailer – Sainsbury's



Crayola x Hot Wheels Surprise Activity Bag
RRP: TBC
Retailer – Sainsbury's



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Notes to Editors:

For all marketing enquiries, including sample requests, please contact: Vicki Short – 0161 653 1306 – Vicki.S@hunterprice.co.uk

Hunter Price International:

An award-winning consumer product developer and supplier, Hunter Price International is trusted by leading retailers and brands to create playful products and brands which connect with customers.

The team at the Consumer Product Playhouse collaborate with retailers and brand partners to bring its own brand and licensed products from the showroom to the shop floor.

Established in 2009, Hunter Price has carved out an unrivalled cross-category product offer across Toys & Activities, Stationery & Creative Play and Accessories & Lifestyle. Brands & collections cover everything from pocket money and trending fidget toys, to arts and crafts, reusable shopper bags and hair accessories.

With a thriving portfolio of exclusive, emerging and established own-brands, Hunter Price has seen significant growth in recent years, particularly across its Toy Mania, Artistry, Taggeez, Love the Look and Cubs Club brands.

Hunter Price also plays the role of licensee and distribution partner for global icons of the licensing world, developing innovative and award-winning consumer product collections for the likes of Crayola, Kellogg's, PAW Patrol, Squishmallows, Peppa Pig, Barbie, Netflix, Spongebob and many more.

With creativity at its core, Hunter Price continues to refine and evolve its unique proposition in the ever-changing consumer retail landscape, with inspiring and imaginative new product development, alongside considered and purposeful partnerships, to add value to brands and retailers.