

HyVee®

TOY BOOK



2025

Ad prices effective
November 10 - December 31, 2025

BRICK TASTIC

LEGO



14.00

LEGO® Creator 3 in 1 Race Plane
Options include 3 different awesome vehicles: an airplane, a fighter jet & a helicopter, for ages 7+.



30.00

LEGO® City Great Holiday Adventure Camper Van
Includes living space with a kitchen, toilet, bunk beds, a crib, plus a table & 2 chairs. Have fun with mom & dad mini figures around the campfire with baby mini figure, for ages 6+.



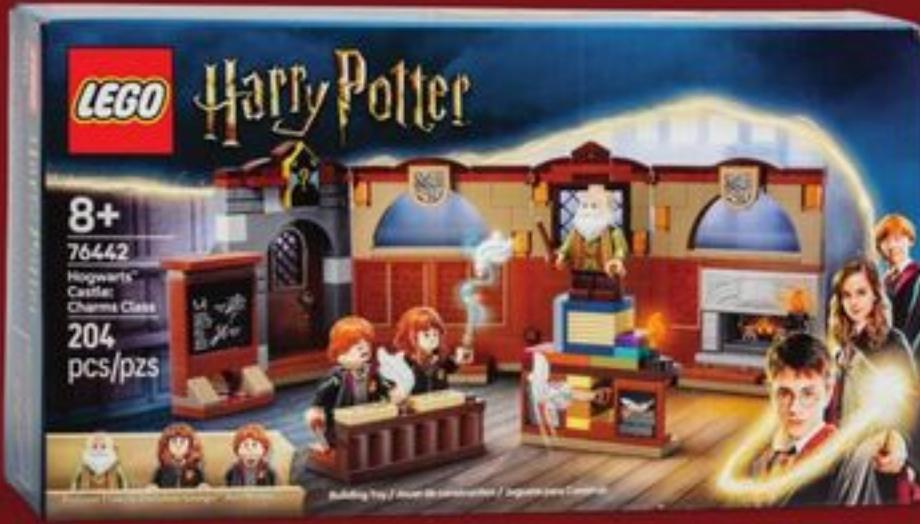
20.00

LEGO® City Great Off-Road 4x4 Mountain Truck
Includes roof storage boxes, tools, rugged tires & a working winch for tackling steep inclines, for ages 6+.



14.00

LEGO® City F1® Driver with McLaren Race Car
Treat your budding race driver to this LEGO® City F1® Driver with McLaren Race Car playset. Hours of imaginative play, for ages 6+.



20.00

LEGO® Harry Potter
Hogwarts Castle: Charms Class
 Includes feather-levitation function, detachable desks for the students, a detachable chalkboard with spell instructions & more, for ages 8+.



20.00

LEGO® Ninjago
Lloyd's Green Forest Dragon
 Includes a posable dragon, 2 mini figures & a baby dragon figurine, for ages 6+.



20.00

LEGO® Disney set
 This set is packed with fun features to inspire kids as they play out their favorite movie scenes or new stories, for ages 5+.



14.00

LEGO® Minecraft®
Illager Desert Patrol
 A build-and-play set makes a fun gift idea for kids who enjoy playing the Minecraft® video game, for ages 7+.



20.00

LEGO® Minecraft® Baby Pig House
 A hands-on Minecraft toy for girls & boys makes a great gift, for ages 7+.



30.00

LEGO® Minecraft®
Armadillo Mine Expedition
 A build-and-play action, exploring familiar Minecraft® scenes and creating imaginative stories of their own, for ages 7+.



20.00

LEGO® Super Mario Standard Kart
 Includes Toad pit crew toy figures, a detachable super glider, wheels & a launch function to fire shells at the targets, ages 7+.



20.00

LEGO® Technic Off-Road Race Buggy
 includes a moving 4-cylinder engine, flex steering & rear suspension for racing adventures, for ages 8+.



14.00

LEGO Technic Bulldozer
 LEGO Technic construction kits combine realistic details with interactive models to inspire young LEGO builders to learn more about engineering, for ages 8+.



14.00

LEGO® Friends Surfing Dogs and Scooter Adventure

Includes 2 LEGO Friends mini dolls, 2 corgi figures, toy dog figurines, a mini surfboard accessory, a scooter, a land yacht & lounge chairs, for ages 6+.



30.00

LEGO® Friends Heartlake City Candy Store

Includes 2 mini dolls, a micro-doll, a cat figure & two store mascots, a chocolate bar & a wrapped candy, for ages 6+.



30.00

LEGO® Creator 3 in 1 Typewriter with Flowers

Option include a typewriter with flowers, a keytar instrument displayed on a stand with flowers or a flowerpot with a pen & notebook. for ages 8+.



22.00

LEGO® Botanicals Happy Plants

Enjoy constructing two distinctive plants, a baby dracaena & a baby pilea that will make whimsical room decor that brightens any play space, shelf or desk, for ages 8+.



20.00

LEGO® Creator 3 in 1 Flatbed Truck with Helicopter

Options include a transporter truck that can carry a helicopter, a propeller plane & fuel truck or a hot rod & SUV car set for races, for ages 7+.



20.00

LEGO® Creator 3 in 1 Cute Bunny

Options include a bunny figure with a sunflower & a carrot, a llama with a patch of green grass & half a carrot & a seal with a fish & a sheet of ice, for ages 8+.



14.00

LEGO® Botanicals Roses or Sunflowers

The completed sets make whimsical room decor that brightens any play space, shelf or desk & can be combined with other sets in the LEGO Botanicals collection for an expanded indoor garden, for ages 8+.



30.00
LEGO® Marvel Spider-Man vs. Venom Muscle Car
 Treat Spider-Man fans to this build-and-play set with 3 iconic minifigures and a customizable car, for ages 6+.



20.00
LEGO® Marvel Iron Man & War Machines vs. Hammer Drones
 Includes Iron Man & War Machine minifigures and Hammer Drones in an action-packed showdown inspired by Iron Man 2, ages 7+.



15.00
LEGO® Marvel Spider-Man Mech vs. Anti-Venom set
 Create web-slinging adventures on a grand scale with this supersized, posable Spider-Man mech and mini figures playset, for ages 6+.



20.00
LEGO® Batman & Batmobile vs. Mr. Freeze
 Includes Mr. Freeze and Batman mini figures & a buildable Batmobile toy, for ages 4+.



30.00
LEGO® Star Wars Clone Trooper™ & Battle Droid™ Battle Pack
 Includes 4 minifigures & 5 LEGO® with iconic weapons accessories for action play, for ages 7+.



20.00
LEGO® Star Wars Ambush on Mandalore™ Battle Pack
 Includes 4 collectible LEGO® Star Wars minifigures, blasters, blaster pistols & jetpack elements, for ages 7+.

READY TO ROAR



20.00

Jurassic World Rebirth Wild Roar Dinosaur

Move the tail to activate a thrilling attack motion and savage roar. Scan the code on the dinosaur's foot in the free Jurassic World Play app to unlock a digital version of the dinosaur & play the game to race various vehicle, age 4+.



30.00

Jurassic World Rebirth Gigantic Thrashers

2 tail-activated attack motions, scan the code on the dinosaur's foot in the free Jurassic World Play app to unlock a digital version of the dinosaur & play the game to race various vehicle, age 4+.



25.00

Jurassic World Rebirth Micro Adventure playset

Prop open the dino head playset to reveal a mini world of fun. Includes 4 finger-activated features & 3 micro figures & folds up neatly so it can be taken along for travel or kept packed up at home, for ages 4+.



25.00

Jurassic World Rebirth minis

Includes 15 mini dinosaur figures inspired by Jurassic World Rebirth, for ages 4+.



30.00

WWE Knuckle Crunchers Final Boss Microphone playset

Includes action figure, two accessories & breakaway action. The kid-sized microphone flips open into a backstage diorama for play & display, for ages 6+.



30.00

Matchbox Airport Takeoff Adventure playset

Includes a die-cast Audi e-tron toy car & 1 plastic airplane. Open the hangar door & taxi out onto the runway, then clip in for take-off, for ages 3+.



30.00

Max City Fire Adventure playset

Build the ultimate fire rescue adventure by constructing the MAX Fire Station with easy to follow instructions, for ages 6+.



30.00

Max City Police Adventure playset

Build the ultimate Police city adventure by constructing the MAX Police Headquarters with easy to follow instructions, for ages 6+.



20.00

Robo Alive Dino Escape!

Use the included traps, weapons & wits to capture the dino before it's too late, for ages 3+.



20.00

Robo Alive Dino Fossil Find

Dig into layers of rock, sand & slime to discover hidden dinosaur fossils. Assemble the fossil pieces and watch your dinosaur skeleton spring to life, for ages 3+.



10.00

Robo Alive Robo Dino Raptor

With its realistic movement, watch as it prowls, hunts & darts just like a real dinosaur, for ages 3+.



10.00

Smashers Slam Heroes

Smash, throw, slam, & stretch your way to excitement with these stretchable Gorilla toys, for ages 3+.



50.00

Matchbox Spin Cyclone Car Wash

Get race-ready in the pretend tune-up station where there's a working vehicle lift & tire-change station, then direct cars to the cyclone tunnel for a wash, for ages 3+.



5.00

Smashers nano Jurassic light up dino

Smash through over five surprises, including gooey slime, dino parts & more, for ages 3+.



VROOM VROOM



25.00

Hot Wheels Monster Trucks Sharks vs. Dinos
Includes six different sized vehicles, for ages 4+.



10.00

Hot Wheels Formula 1 car
Each vehicle features a metal body & tires with authentic details to replicate the actual, real-life race car. The display plinth and specialized packaging enhance collectability, for ages 4+.



20.00

Hot Wheels Monster Trucks Racedown Destruction
Face-off in a downhill race where a diverter randomly decides who will win and who will flip and crash, for ages 4+.



20.00

Hot Wheels Cadillac Project GTP Hypercar racer

Includes decals for customization, 2 sets of wheel covers, a metal signature plate, plus an exclusive matching metal car, for ages 10+.

35.00

Hot Wheels Track Creator Triple Loop speed kit

Create a build with two or three loops, attaching a combination of curved & straight tracks to create an epic set. Speed Snap Tracks make it easy to connect pieces & create awesome builds. The included adapters make them compatible with legacy tracks, for ages 3+.

12.00

Hot Wheels Track Creator straight track pack

Includes three feet of straight Speed Snap Track pieces, two 12" molded tracks & one 12" flex track, for ages 3+.



20.00

Hot Wheels energy track

Launch cars down the track, brave a double-loop stunt, blast through the ring of fire & speed toward the finish line! A lever lets racers move the fire ring as their cars blast through, for ages 5+.



35.00

Hot Wheels stunt tracks rapid launch & loop

Crank the innovative wheel mechanism & release Hot Wheels cars to make them repeatedly stunt, race & crash through this wild playset, for ages 3+.



20.00

Hot Wheels Stunt Tracks Corkscrew Jump Champion

Master the corkscrew loop that can separate in the middle for an epic mid-race jump, gradually pull it apart to increase the jumping challenge, for ages 4+.



25.00

Disney Pixar Cars variety 10 pack
Race & stunt anywhere these mini vehicles featuring characters from the original Cars movie, for ages 3+.



40.00

Disney Pixar Cars Rescue Road Raceway
Race Lightning McQueen against Chick Hicks or send Lightning McQueen into rescue mode to clear the paths & be the hero, for ages 4+.



12.00

Hot Wheels 8 pack
These race-ready 8-car packs feature highly detailed vehicles & includes one exclusive Hot Wheels in each pack, for ages 4+.



30.00

Hot Wheels 20 pack
A multipack of 1:64 scale vehicles in an open window package that displays the entire set, for ages 3+.



60.00

Monster Jam Smash & Bash remote control car
This 1:15 scale remote control Monster Jam monster truck can take the heat, running into walls and obstacles, indoors & outdoors, includes soft rubber tires, authentic graphics & details, for ages 4+.



5.00

Monster Jam truck
Pull off epic stunts and jumps, like a live show, with a 1:64 scale toy truck. This die-cast Monster Jam truck is just like the real thing – only fun size, for ages 3+.



20.00

X-Shot Blastercorn

Light up the battlefield with a glowing horn & flapping wings! Includes 24 foam darts, for ages 8+.



18.00

X-Shot Excel combo pack

Combine the stealth of the Micro plus the accuracy of the Hawk Eye! Includes 2 Hawk Eye & 2 Micro, for ages 8+.

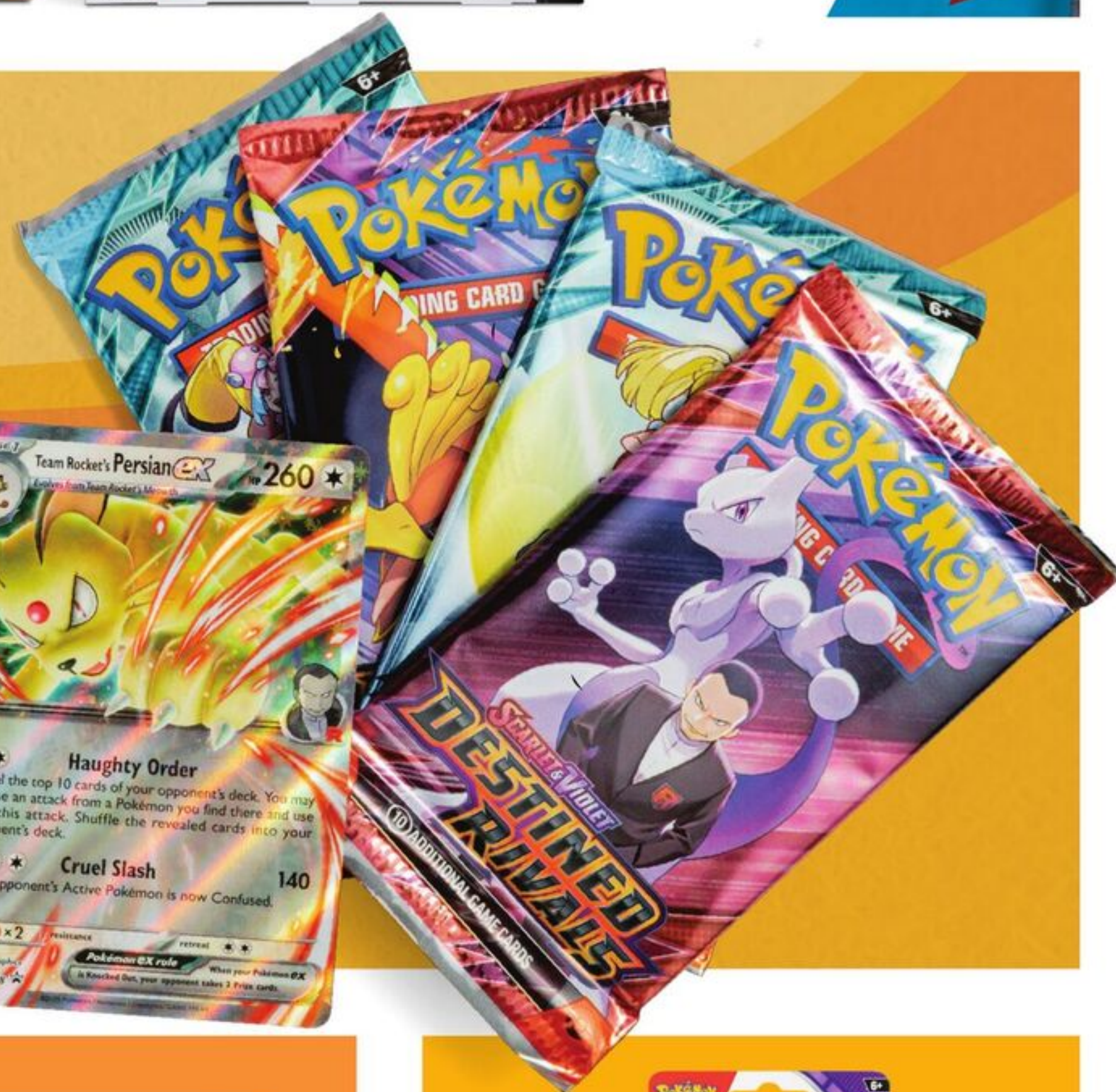


Pokémon



35.00

Pokémon Team Rocket EX tin
Includes a foil promo card
& 5 booster packs, for ages 6+.



25.00

Pokémon Team Rocket's Mewtwo EX box

Includes a foil promo card, 2 foil cards, an oversized foil card, a photo sticker & 4 booster packs, for ages 6+.



50.00

Pokémon Mega Evolution Elite trainer box

Includes a foil promo card, 65 card sleeves, energy cards, 9 booster packs & more, for ages 6+.



7.00

Pokémon card pack

Includes a promo card, 2 booster packs & a collectible coin, for ages 6+.

DOLLS & DREAMS



10.00

10" Sparkle Girls dog walker
Help walk the dogs. Includes 2 dogs & a colorful bendy leash, ages 3+.



30.00

32" Wispy Walker doll
This set invites endless storytelling through stylable hair, vintage-inspired accessories & sweet coordinating outfits, for ages 3+.



10.00

10.5" Sparkle Girl babysitter doll
Nurse, cuddle & keep the baby smiling. Includes a tiny bottle of Monday Haircare shampoo & a blue seashell carrier, ages 3+.



22.00

Barbie Chelsea Carnival train
All aboard a toy train with 10 wheels that really roll & an attachable car. Includes starry sunglasses & a lollipop, ages 3+.



20.00

Barbie Carnival doll
Fashionably festive in a colorful top, skirt & sneakers perfect for wandering the fair. Includes starry sunglasses, checkered purse, balloon dog, tickets & popcorn, ages 3+.



15.00

Rainbocorns Eggzania Frozen Mania!
Hatch the frosty egg to uncover over 10 snowy surprises, ages 3+.

HOLIDAY HUGS

20.00

37" Plushie
jumbo fish, unicorn,
highland cow, axolotl,
yellow cat or saint bernard,
for ages 3+.



40.00

50" Jumbo plushie
bear, elephant or unicorn,
for ages 3+.



10.00

8" Christmas Colossals plushie
Choose from white, pink or green
styles for a happy, huggable
holiday gift, for ages 3+.



15.00

12" Bluey or Bingo Christmas plushie
Based on beloved characters from the hit
show Bluey, this super soft plush is made
for big hugs and comforting cuddles on
chilly winter nights, for ages 3+.



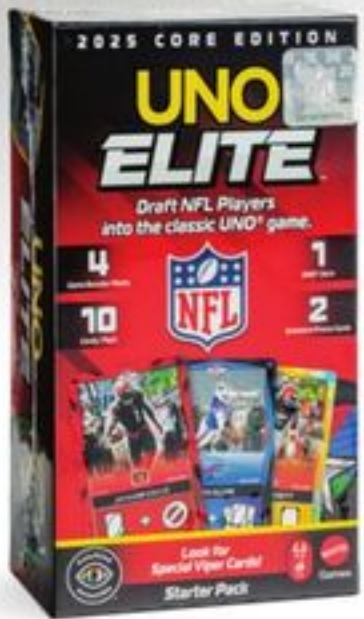
20.00

24" Hug-A-Lumps plushie
Sloth, pug, dino, kitty, duck, crocodile,
bunny or goose. All are a 3.3 pound
weighted plush for stress relief,
for ages 3+.



12.00

8" Minecraft plushie
These plush figures inspired by Minecraft
allow fans to get up close and huggable
with their favorite characters from the
popular video game, for ages 3+.



20.00

UNO Elite NFL 2025 starter pack
Includes 112 special UNO cards, 4 game booster packs & 2 promo cards. Each game booster pack contains 10 elite action cards for a total of 40, for ages 7+.



5.00

Kinetic Sand Doggie Dig Surprise
Includes 6 oz. of beach sand, 1 of 4 super cute dogs that double as a multipurpose tool & two treasures, for ages 5+.



2/\$3

Anker Play card game
Assortment includes Go Fish, Old Maid, Crazy 8's & War, for ages 8+.



20.00

Coolmaker Stack'd Heishi bracelet studio
Create stylish heishi bracelets in a snap! This all-in-one bracelet kit comes with over 1200 colorful heishi beads, 10 feature beads, a beading pen & more, for ages 7+.



20.00

Kinetic Sand SquishPizza playset
Includes 1 pound of Kinetic Sand in 4 colors, 2 squishers & 3 tools, for ages 5+.



6.00

Bluey wood puzzles
A set of five wooden puzzles made with high-quality materials, this product is designed to last, for ages 3+.

STOCKING STATION

5.00

Minecraft mini spawn egg
Includes a 1.5" mini figure with an animated pose, just open to discover which character is waiting within, for ages 6+.



5.00

Nee-Doh
Pick from of variety of iconic sensory toys like nice cube, original, groovy, dream, gum drop, glow & more, for ages 3+.



7.00

Disney Frozen Anna or Elsa small doll
Posable doll shown in her signature look, with accessories that include shoes & a soft cape and skirt, for ages 3+.



10.00

5 Surprise My Mini Baby
Uncover 5 exciting surprises inside each capsule. Collect fun accessories, name your mini baby & build your very own mini nursery, for ages 3+.



10.00

Nee-Doh Nice Berg
A colossal ice cube shape sensory toy for a super solid squishy experience & big chill vibes, for ages 3+.

10.00

Universal Pictures' Wicked Ozian Balloons Reveal
Pick from 2.75" tall Elphaba, Glinda, Fiyero, Madame Morrible or The Wizard, each with a different balloon color, a unique accessory & a head that bobbles, for ages 4+.



Stocking Station



7.00

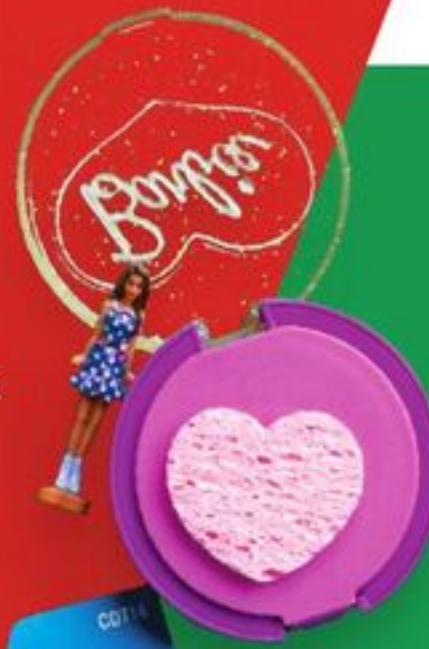
Fart Ninjas

Surprise & disgust your friends with fart sounds when they least expect it, for ages 5+.

4.00

Barbie Mini Barbieland

doll Enter Mini Barbie Land with 1.5" Barbie dolls & arrive ready to imagine big & dream in mini, for ages 4+.



8.00

Disney Princess cupcake doll reveal Cupcakes hide surprises inside, including a Disney Princess small doll & 2 tea party accessories. Use the cupcake top as a pretty skirt for the doll & the cupcake bottom as a table for the party, for ages 3+.



8.00

Hot Wheels or Matchbox cars

5 pack of assorted vehicles in 1:64 scale with authentic details, for ages 3+.



7.00

UNO card game

The classic card game that's easy to pick up & impossible to put down, for ages 7+.



6.00

PHASE 10 card game

This game is a rummy-type card game from the makers of UNO game with an exciting twist, for ages 7+.



2.00

Duckalooz Disney rubber duck

2.75" toy duck inspired by popular characters from favorite Disney films & TV shows. Great display items in a powder room, kids' bedroom, dorm, dashboard, office or bookshelf, for ages 2+.



6.00

Pixar Cars Wintertime vehicle

Collect favorite characters like Lightning McQueen, Mater, Sally & more. Designed with the coolest of decorations for cold-weather storytelling fun, for ages 3+.



2.00

Matchbox car

Draw inspiration from explorers, everyday heroes & rugged adventurers with a selection of city cars, off-rovers, rescue & more, for ages 3+.



Bluey



FOR REAL LIFE



15.00

Bluey Heeler Family Road Trip 4WD vehicle

Take Bluey's whole family for a drive & recreate some of the most memorable moments from the show, for ages 3+.

Ahhh biscuits!



15.00

Bluey Chat Mates figure

Play out all the fun of Bluey with the new Bluey Chat Mates figures. Use the figures to recreate some of the most memorable moments from the show & make up new adventures, for ages 3+.



25.00

Bluey Cuddle & Care Baby Bluey

Includes 2 accessories, a baby bottle & pacifier. When Bluey's belly is squeezed, she makes 10 different baby sounds including crying, cooing & giggles, for ages 3+.



15.00

Bluey figures 4 pack figures
The 4 figures have moving arms & bodies, perfect for play & posing, for ages 3+.



10.00

Bluey Roleplay Chikit Chikit camera
Includes 10 photo cards featuring different characters & scenes from the TV show. Load into 3 film cartridges that slot into the camera & pop out when a photo is taken, for ages 3+.



25.00

Bluey Food Truck playset
This transforming playset is loaded with tons of features & customize it with the included sticker sheet, for ages 3+.



10.00

Bluey 2 pack figures
The 2 figures have moving arms & bodies, perfect for play & posing, for ages 3+.



10.00

Bluey basic vehicle
Hit the road with Bluey and her friends in these new vehicles. Collect them all and create new exciting adventures with your favorite Bluey characters, for ages 3+.



8.00

8" Bluey plushie
Create your own Bluey adventures with these fun Bluey plush toys, for ages 3+.

40.00

Fisher Price Laugh & Learn Count & Shop Cash Register

Press the 15 buttons on the register or use the scanner to hear 150+ songs, sounds and phrases. Includes 20 play pieces & 3 Smart Stages learning levels to enhance storytelling and pretend play, for ages 2+.



30.00

Fisher Price Mega Bloks Block Scooping Wagon

Dump the blocks & bring imagination to life by building on the handle. When playtime is over, blocks can be stored inside the wagon for easy cleanup, for ages 1+.



20.00

Master Chef Jr. play kitchen

Includes 31 realistic accessories, from pots & pans to play food & utensils, plus a branded apron to complete the chef experience, for ages 3+.



20.00

Mattel Disney Pixar figure

These toys are ready to star at playtime with high quality, movie-accurate detail from Disney & Pixar favorites, for ages 3+.



14.00

Ms. Rachel Talk With Me Learning Phone

Support developmental milestones like encouraging communication & social skills. Made for little hands, this toddler phone is easy to grip & has 3 big buttons to press, for ages 1 to 3+.



40.00

Fisher Price Little People Friendly Horse Stable

Features 3 stalls for kids to explore with the horse & pony figures, plus a spinning carousel that activates fun sounds, a drop through feeding chute & a wagon to hitch for hauling play, for ages 1+.



50.00

Fisher Price Little People Disney Princess pull-along musical carriage

A decorative playset with Disney Princess inspired music & sounds plus multiple play areas where kids can act out stories, for ages 1.5+.



when you spend
\$25 on gift cards



when you spend
\$50 on gift cards



when you spend
\$75 on gift cards

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