



Baking Mews: New Cats vs. Pickles Announces Limited Edition Holiday Character Drop *Hot CvP Collectibles Pre-Orders Sell Out for Paw-sitively Purrrfect Stocking Stuffers*

ST. LOUIS, June 30, 2021 - [Cepia, LLC](#), the maker of the viral sensation and cat-astic collectible craze of 2021, **Cats vs. Pickles**, will be releasing a line of limited edition 4" collectible **Holiday Cats vs. Pickles Beans** in time for the holidays.

Featuring brand-new and adorable holiday-themed characters that are sure to be the must-have stocking stuffer of the season, **Holiday Cats vs. Pickles Beans** are available in 12-pack open assortments and 18-pc Mystery Bags. The special limited edition holiday assortment have already proven to be too hot to hold on to. **Cepia** recently ran a pre-order for the new line of special holiday characters for their social media fans and completely sold out of their run of advanced reservations 12-pack in less than a week. While the pre-order eva-purr-ated, fans will be happy to know that retailers will carry limited supplies of the hot holiday collection this fall.

The new collection of 4" super-soft, bean-filled, "squidget" **Cats vs. Pickles** collectibles features ten new cats: *Fur-osty* the snow kitty, *Kitty Cane*, *Missy* with her mistletoe, *Woody* the nut-catcker, *Sugar Cookie*, *Santa Claws*, *Cocoa*, *Flurry*, *Prancer* the rein-kitty, and *Catastrophe* the kitty who got a little too "wrapped up" in the spirit. There are also two new and exclusive pickles in the collection: *Johan* and *Douglas*.

"The holidays are what it's all about in the toy industry, and these limited-edition CvP beans truly reflect the spirit of the season by providing comfort and joy," said **James Russell Hornsby, Chief Executive Officer of Cepia, LLC**. "We wanted to give our CvP fans something extra special this season, and it's our way of saying thank you during this extraordinary year."

In the silly and colorful world of **Cats vs. Pickles**, Cats are afraid of Pickles, but Pickles are misunderstood -- they just want to be friends! **Cats vs. Pickles** is a story of inclusiveness and acceptance, told through a fun narrative. It's silly to be afraid of someone just because they are a little bit different; **Cats vs. Pickles** teaches about kindness, friendship and diversity.

From a 5-star-rated, free downloadable app game, to "HISS-terical" **Cats vs. Pickles** content on YouTube (with over 125 million views), and an incredibly loyal and engaged social media fan base, **Cats vs. Pickles** represents a full world of entertainment, creative play, engagement and community for kids and collectors around the world. **Cats vs. Pickles 4" Beans** collectibles feature hundreds of fun, cleverly-designed, collectible characters that make great study buddies, assist with sensory stimulation, and provide endless possibilities for creative play.

The new **Holiday Cats vs. Pickles Beans and Mystery Bags** will be available this fall at specialty stores, including Five Below and Learning Express and online from Amazon and shop.catsvspickles.com with a suggested retail price of \$4.99. Each collectible has an official **Cats vs. Pickles (CvP)** icon of authenticity and a tag with the character name, bio, and a QR code to download the free app.

Cepia will be showcasing the new **Holiday CvP Beans** and unveiling their *Purple Wave* series of all new **Cats vs. Pickles 4" Beans** characters at the Toy Insider's Suite Sweet @ Home virtual event on July 14, 2021.

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About Cepia LLC.

Headquartered in St. Louis, Mo., **Cepia LLC** is a privately held company founded by James Russell Hornsby that manufactures toys and games for children of all ages. Cepia's entertainment property, **ZhuZhu Pets®**, was named one of the "All-time 100 Greatest Toys" by *TIME* and received top honor Toy of the Year recognition in five countries, including 2010 "Toy of the Year", "Most Innovative Toy", and "Best Girls' Toy". By combining kid-friendly technology and innovative creations, the company's fundamental philosophy is to transform simplistic ideas into magical experiences for kids. Ingenuity, creativity, playfulness and passion are the heart of Cepia.

Follow Cats vs. Pickles on social media to learn more.

Instagram: [@catsvspickles](#)

Facebook: [@catsvspickles](#)

TikTok: [@catsvspickles](#)

YouTube: [Cats Vs Pickles](#)

Hashtags: [#CatsVsPickles](#) [#CvP](#)

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