



April 2025

VOLUNTARY SAFETY RECALL

Fisher-Price® Brunch & Go Stroller Toy HGB85



Dear Retailer:

Fisher-Price, in cooperation with the U.S. Consumer Product Safety Commission (CPSC) and Health Canada, announced a voluntary safety recall Fisher-Price® Brunch & Go Stroller Toy (model HGB85).

Fisher-Price has received five reports in the United States of the yolk of the toy egg cracking, creating small parts, posing a choking hazard to young children. No injuries have been reported.

What do we need you to do?

1. Immediately Stop Sale (if you haven't already). We are issuing return authorizations and ask that you immediately remove the Fisher-Price® Brunch & Go Stroller Toy (model HGB85) from your shelves and warehouses if you have not already done so.
2. Please note that these products were shipped to retailers through February 13, 2025. We have stopped all shipments and will work with you to remove all existing inventory in your stores and distribution centers (via return authorizations). We will provide you with an RA number as soon as possible.

3. **Consumers should be directed to immediately stop using the stroller toys, keep them away from children, and contact Fisher-Price to receive a free replacement stroller toy.**
4. Consumers who purchased the Fisher-Price® Brunch & Go Stroller Toy (model HGB85) from you should visit www.service.mattel.com and click on “Recall & Safety Alerts” for instructions on how to permanently mark the egg component of the stroller toy with the word “Recall” and a unique identifier number and then upload a photo of the marked toy. Upon receipt of the replacement confirmation email, consumers should dispose of the recalled product in the trash. Proof of purchase (receipt) is not required to receive a replacement stroller toy.

Consumers can also contact us by calling 855-853-6224, Monday through Friday between 9 a.m. to 6 p.m. Eastern Time.

5. Attached please find the approved consumer notification letter that we request you send to all known consumers who purchased the product. Please ensure that the attached notice is sent at least twice to all known purchasers of the product.
6. Also, please display the attached approved recall poster in a highly visible location within your store until at least **August 10, 2025**.
7. Please post the press release and issue the recall on your social media sites if possible. It will increase safety awareness and get the word out to consumers.

You can review the press release at: <https://recalls-rappels.canada.ca/en> or <http://service.mattel.com/us/recall.aspx>.

The public announcement of this recall will be issued on **April 10, 2025**.

***Note: It is a violation of law for any retailer to sell, offer for sale, or distribute any product covered by this recall.**

Generations of parents and caregivers have trusted us to provide safe, high-quality products for children and babies. There is nothing more important to us than the safety of our products and the trust families put in us, and we strive to earn it each and every day. We greatly appreciate your assistance in this matter. With these actions, we continue to prioritize the health, safety, and well-being of the babies and children who utilize our products.

Sincerely,

FISHER-PRICE, INC.
Joseph Vinhais
SVP, Quality, Safety, and Sustainability

Attachments: Consumer Notification Letter and Recall Poster

Attachment: Consumer Notification Letter

Dear «name_prefix» «last_name»:

Fisher-Price, in cooperation with the U.S. Consumer Product Safety Commission (CPSC) and Health Canada, announced a voluntary recall of the Brunch & Go Stroller Toy. Fisher-Price has received five reports in the United States of the yolk of the toy egg cracking, creating small parts, posing a choking hazard to young children.

The toy features a pretend avocado toast and three attachments: a mirror tomato, a crinkle bacon and an egg teether. The model number (HGB85) is located on the tag attached to the toast. The stroller toy was sold from February 2022 through March 2025.

Since our records indicate that you own one or more Brunch & Go Stroller Toy, we are contacting you directly.

Consumers should immediately stop using the recalled stroller toys, keep them away from children, and contact Fisher-Price to receive a free replacement stroller toy. Consumers will be asked to permanently mark the egg component of the stroller toy with the word "Recall" and the unique identifier, and upload a photo of the marked toy at <https://service.mattel.com/us/recall.aspx>. Upon receipt of the replacement confirmation email, consumers should dispose of the recalled product in the trash. For specific instructions on how to mark the stroller toy and upload the photo, consumers should go to <https://service.mattel.com/us/recall.aspx>. Proof of purchase (receipt) is not required to receive a replacement stroller toy.

You can also contact Fisher-Price at 855-853-6224, Monday through Friday between the hours of 9 AM and 6 PM Eastern Time.

We appreciate your attention to this recall and thank you for your continued support.

View the press release online at <http://service.mattel.com/us/recall.asp>.