

Build-A-Bear Announces Voluntary Recall of Heartwarming Hugs Bear 2 with Zipper Closure



St. Louis, MO — April 30, 2026 — Build-A-Bear Workshop is voluntarily recalling the Heartwarming Hugs Bear 2 with zipper closure sold in North America, the United Kingdom and the Republic of Ireland, after identifying that the zipper slider on a limited number of units may detach and pose a choking hazard. This recall applies only to the Heartwarming Hugs Bear 2 with zipper closure released in January 2026. There has been one report of zipper slider detachment in the UK. No safety incidents or injuries have been reported in North America.

The safety and wellbeing of our guests and their families is our highest priority. Out of an abundance of caution, consumers should immediately stop using the recalled Heartwarming Hugs Bear 2 and return it to a local Build A Bear Workshop store to receive a refund in the form of their original payment or a gift card for the original purchase price redeemable toward any available Make-Your-Own furry friend and any other available merchandise.

If a consumer is unable to return their Heartwarming Hugs Bear to a local store, they can visit www.buildabear.com/recalls for more information or call the Build-A-Bear Product Quality Hotline to receive a free return shipping label to return the recalled bear to receive a refund check in the form of original payment or in the form of a digital e-gift card.

Consumers can identify the recalled product by:

- **Product Name:** Build-A-Bear Heartwarming Hugs Bear 2 with zipper closure
- **Item Numbers:** 34464 (US), 134464 (Canada), 434464 (UK/IE)
- **Sales Dates:** January 21, 2026 – March 5, 2026
- **Sales Channels:** Build-A-Bear Workshop locations, buildabear.com and buildabear.co.uk

For any questions or assistance, consumers may contact Build-A-Bear via e-mail at ProductHotline@buildabear.com or call the Product Quality Hotline (toll free) in the US/CA at

1-844-541-0144 or UK 0800 037 9782, or visit us online at buildabear.com/recalls or www.buildabear.com and click on “Recalls” at the bottom of the page for more information.

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 multigenerational phenomenon, positioned at the intersection of pop culture trends. Beyond its signature retail experience, the brand also offers prestuffed 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. 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.

Media Contact: pr@buildabear.com

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