

PRESS RELEASE

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SNOOTZ



Meet the Monsters! Snootz Roll onto the Scene and Scoop Gold

Four cheeky new ride-on characters have joined the Xootz family, and they're already causing a stir after picking up Gold at the 2026 Independent Toy Awards.

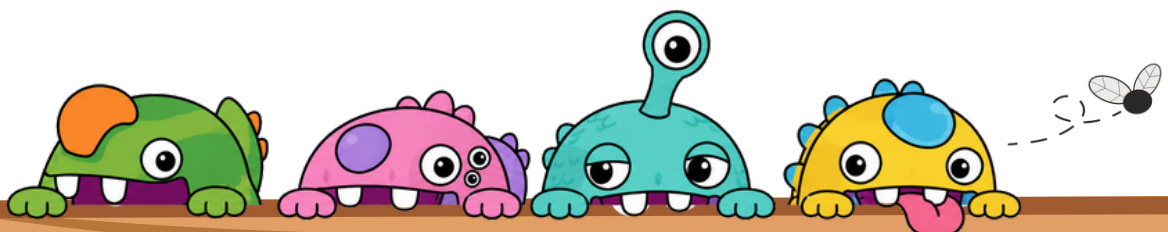
There are some new little monsters on the loose!

Snootz, the brand-new character ride-on range from Xootz, has officially arrived, bringing spinning, sounds, storage and monster loads of personality to playtime. And despite only launching in August, the mischievous new arrivals are already celebrating their first big win after scooping Gold at the 2026 Independent Toy Awards.

Created for little adventurers aged 18 months+, the range introduces four colourful Snootz characters, each with their own distinctive look, personality and fun character sound effects.

Made for little ones who love to move, Snootz feature an easy foot-to-floor design and super-fun spinning movement, perfect for twisting, turning and zooming off on their next adventure. There's even hidden under-seat storage, giving little riders the perfect place to stash toys, snacks and any tiny treasures collected along the way.

But it's not just little monsters they're winning over.





Just weeks after officially launching, Snootz received a Gold Award at the 2026 Independent Toy Awards, which are voted for by independent toy retailers across the UK. The early recognition marks an exciting start for the range and a fantastic achievement for the team behind its creation.

Alexandra Crouch, Brand Marketing Manager at Wilton Bradley said:
"We're absolutely thrilled that Snootz have picked up Gold at the Independent Toy Awards, especially so soon after launch. We've had so much fun bringing these four cheeky characters to life, so seeing them receive such a fantastic response already is incredibly exciting."

The launch adds another playful new dimension to the Xootz portfolio, continuing the brand's mission to get children moving, exploring and enjoying active play.

With four characters to meet, plenty of mischief to make and a shiny Gold award already under their belts, the Snootz adventure is only just beginning.

Want to meet the Snootz for yourself? Press samples are available on request, along with product imagery and further information. Get in touch with our marketing team and we'll happily send a little monster your way!

About Wilton Bradley

Wilton Bradley is a leading designer, developer, distributor and marketer of consumer leisure and toy products, with more than 30 years of industry experience. Its portfolio includes established brands across toys, wheeled goods, outdoor leisure and action sports, including Xootz, Toyrific and Osprey Action Sports.

Press Enquiries:

Alexandra Crouch
Brand Marketing Manager
alexandra.crouch@wiltonbradley.com

