Meijer Offers Midwest Shoppers Halloween Magic at an Unbeatable Value

This Halloween season, Meijer is stocked and ready for Midwest shoppers, taking the fright out of fall with on-trend costumes, festive accessories, seasonal décor and entertaining options at an unbeatable value.

Costumes for Every Character

Meijer stores have affordable costumes for everyone in the family this year, including new matching sets, movie character classics, adaptive costumes and even options for pets.

- **Family Fun:** Matching costumes are a fun option for the whole family, and this year Meijer has on-trend favorites like Minions, inflatables and onesies in sizes from toddler to adult.
- **Dynamic Duos:** Dress up with a partner in trendy complementing costumes like a pickleball and a paddle or tequila and lime.
- **Character Clothes:** Classic movie character options include the khaki *Ghostbusters* jumpsuit and an iconic black and white striped *Beetlejuice* suit.
- **Furry Friends:** Pups of all sizes can dress up as hot dogs, hamburgers, bumblebees or spiders. Less cooperative pooches can opt for accessories, like hats, bandanas or sweaters.
- **Complete the Costume:** From Batman and bob cuts to Wednesday Adams and witches, shoppers can find a variety of hats, headbands, masks and wigs to complete any costume.

Distinctive Interior Décor

The newest Halloween décor trends stray from tradition with unconventional colors and whimsical twists.

- **Unconventional colors:** Pink pumpkins, ghosts and skeletons are among trending home décor for the upcoming holiday season.
- **Whimsical twist:** This year's décor trends more toward fun than spooky, like colorful table décor, neon signs – available with a cat, witch or poison bottle – or a trendy disco skull.

Sweet Treats & Spooky Snacks

Whether it's to entertain guests or contribute to the classroom costume party, Meijer has customers covered with sweet treats and spooky snacks at an unbeatable value.

- **Monster Mixes:** New Meijer brand seasonal baking mixes and kits come with everything that's needed to create zombie cupcakes, ghost sugar cookies or haunted gingerbread houses.
- **Candy without a Curse:** New snack-size options include Nerds Gummy Clusters, Trolli and Haribo Gold Bears, Reese's Werewolf Tracks, Hershey Harry Potter and Kit Kat Ghost Toast.
- Meijer brand varieties that are new this year include Sour Gummy Fangs, Gummi Brains and Eyeballs and several fall-themed trail mix options.
- **Frederik's Fall Staples:** New fall flavors from Frederik's by Meijer include Cranberry Orange, Blueberry Pomegranate, Salted Caramel and Apple Pie ciders. Other seasonal selections include White Chocolate Pumpkin Pie Caramels, Cinnamon Danish Cookies and Maple Style Waffles.

Timeless Outdoor Fall Touches

Traditional outdoor décor including pumpkins, gourds and mums are now available at stores throughout the Midwest.

- **Pumpkins:** Over a 10-week timeframe, Meijer expects to sell more than 1 million pumpkins, which equates to 275 truckloads of locally-grown, large Jack-o-Lanterns alone. Customers can grab a carving kit and pattern

book for the perfect carved pumpkin, or a paint and sticker kit so little ones can decorate too.

- **Mums:** Did you know September is the best month to buy mums? To ensure they come back next year, plant them in the ground early and water them well throughout the fall. Our stores will sell over half a million mums this fall, or about 350 truckloads.

For more trends and great deals, shoppers can browse the Meijer Halloween selection online, or at their local store.

Additional assets available online: Photos (3)

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