



Cats & Soup Welcomes Sanrio® Characters in New Collaboration



SOUTH KOREA – April 10, 2026 – NEOWIZ has announced a new collaboration for its relaxing mobile idle game, Cats & Soup, featuring the globally beloved Sanrio® characters.

This collaboration begins with a supercute new story: drawn by a mysterious rainbow appearing over a pot of special soup, fan-favorite Sanrio characters have arrived in the cat forest. Players can now enjoy forest life alongside Cinnamoroll™, Pompompurin™, and Pochacco™ and cook delicious treats, run a cozy cafe, and head out on relaxing picnics.

To mark the arrival of these special guests, Cats & Soup is hosting a festive event running through May 6, packed with limited-time rewards. During the Dice Event, players can roll their way across an event board to collect currency that can be traded for limited-time furniture and facilities, such as the Cinnamoroll Slide and Pompompurin Music Box. Furthermore, a 7-Day Login Event offers a Pompompurin Mini Costume Set for free to players who check in daily.

Exclusive collaboration packages have also been introduced, featuring the Sanrio characters as “Special Guests” who appear on spinning teacup rides, alongside new Wind-up Toy friends that capture the unique personality of each character. Players can also collect a variety of character-specific costume items—including headbands, mascot costumes, balloons, and bags—as well as new facility skins that allow for a customized kawaii aesthetic in the forest.

In addition to the collaboration, a special Login Reward Event begins on April 1 to celebrate April Fool’s Day. Players can log into the game during this period to receive various in-game gifts and daily materials as extra bonuses.

A NEOWIZ representative stated that this collaboration was designed with fans’ long-standing wishes in mind, focusing on the “unbearable cuteness” that both Cats & Soup and Sanrio characters provide together. They added, “We hope players enjoy this unique experience, and we will continue to release content that offers both a warm, relaxing atmosphere and memorable excitement.”

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[\[Link to Press Kit\]](#)

About NEOWIZ

Established in 1997, NEOWIZ is a global leader in gaming, renowned for blending remarkable storytelling with exceptional gameplay mechanics. With a legacy spanning over two decades, NEOWIZ has solidified its position as one of Korea’s foremost game companies, captivating audiences worldwide with diverse PC, consoles and mobile titles. Recent successes include *Lies of P*, *DJMAX RESPECT*, *SANABI*, *Shape of Dreams* and *Cats & Soup*, all emblematic of NEOWIZ’s commitment to excellence and gamers worldwide. Welcome to NEOWIZ, where legends come to life.

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