



BLOOMBURROW

PRODUCT GUIDE

DATES

Prerelease:

July 26 2024 – August 1

Release:

August 2 2024

Friday Night Magic:

August 2 – September 13 2024

Commander Party:

August 16-22 2024

September 6-12 2024

Store Championship:

August 24 – September 15 2024

Open House:

September 13-15 2024

Standard Showdown:

August 2 – September 19 2024

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STORY

Welcome to Valley, the pastoral and vibrant home to the animalfolk of Bloomburrow, Magic's first all-animal plane. It's a place where big adventures await even the smallest who are bold, inquisitive, and heroic, while those with more homespun and peaceable yearnings can enjoy the tranquil life. But peace is endangered in Valley as the delicate balance of nature is threatened, and the elemental calamity beasts imperil the lives of its inhabitants. The animalfolk will have to band together to defend their homes.





BLOOMBURROW

MARKETING EMEA

MARKETING EMEA PRERELEASE

LOOKING FOR A FUN CO-OP PLAY EXPERIENCE?

Join the *Bloomburrow* team-up Prerelease starting July 26th! Receive 2 oversized cards per team for taking part!*

*While supplies last.





BLOOMBURROW

MERCHANDISING CONTEST- EMEA

MERCHANDISING CONTEST (EMEA ONLY)

**We are glad to launch a new
Merchandising Contest for
Bloomburrow!**


**Generate excitement with your
customers and get your chance to win
an uncut card sheet made of Rare and
Mythic cards or one of the other
wonderful prizes!**

**Use your kit to bring your shelves,
store window, and any decorated area
to the next level!**



BLOOMBURROW

We are glad to launch a new Merchandising Contest for Bloomburrow! Generate excitement with your customers and get your chance to win an uncut card sheet made of Rare and Mythic cards or one of the other wonderful prizes. Use your kit to bring your shelves, store window and any decorated area to the next level!

- 1**  **Prepare your shelves!**
Install your Bloomburrow merchandising kit and fill your shelves with products. Think big! If you need inspiration, you can have a look at our Product Guide which includes planogram recommendations. Remember that you need to include at least some of the elements of the merchandising kit to be eligible to win: header, standee, wobblers.
- 2**  **Take photos!**
Take a maximum of 3 photos per store. They need to include one photo of your shelves, but you can also add your store windows or any other area decorated for Bloomburrow.
- 3**  **Share your photos!**
Send your photos via email to merchandisingcontest@wizards.com by noon, Monday 5th August. Make sure to include your name, store name, city and country in the email.

Our judges will select the winners from all eligible entries. Prepare your best product display ever and good luck!





BLOOMBURROW

Release: August 2 2024

PRODUCTS - BOOSTER



PLAY BOOSTER

[Product page](#)

IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Display holds 36 *Bloomburrow* Play Boosters
- 14 *Magic: The Gathering* cards per booster
- 1 Ad/Token card or Art card in each booster
- 1 Basic land in each booster

KEY SELLING POINTS:

- Play Boosters are the ideal booster for the play environment—especially Limited format events. Plus, they're a thrilling pack-opening experience, providing players the opportunity to snag multiple Rare cards or even a possible Booster Fun treatment
- 1 to 4 Rare or Mythic in each booster
- 1 Traditional Foil in each booster



COLLECTOR BOOSTER

[Product Page](#)

IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Display holds 12 *Bloomburrow* Collector Boosters
- 15 *Magic: The Gathering* cards per booster

KEY SELLING POINTS:

- Collector Boosters are a shortcut to the coolest cards in a set, with packs full of Rare cards, shiny foil cards, and special alt-art, alt-frame cards
- 5 cards of rarity Rare or higher in every pack
- 12-13 Foil cards in every pack
- Collector Booster-exclusive special treatment in 3% of boosters

[Digital Assets](#)

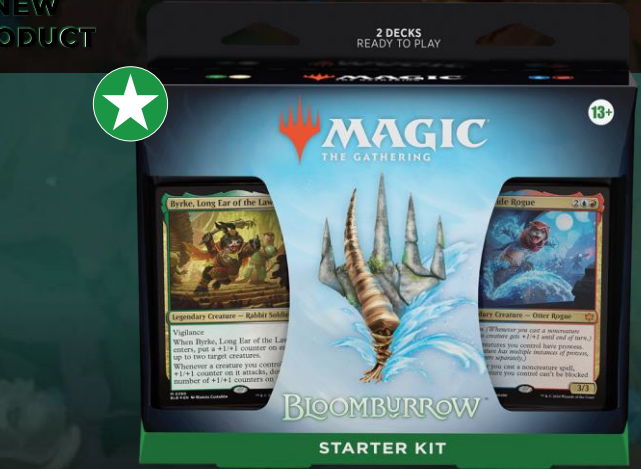


BLOOMBURROW

Release: August 2 2024

PRODUCTS - READY TO PLAY

NEW PRODUCT



STARTER KIT

[Product page](#)

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- The Starter Kit holds 2 60-card decks
- 1 Mythic Rare card per deck
- 4 Rare cards per deck
- 2 *Magic: The Gathering* Arena Code Cards (only available in select regions)
- 1 Rules and World-of-Magic Rulebook
- 2 Deck Boxes

KEY SELLING POINTS:

- New to *Magic* players can dive straight into their first game of *Magic* in person and continue online with two ready-to-play decks from the redemption card.

[Digital Assets](#)

COMMANDER DECKS

[Product Page](#)



IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

KEY SELLING POINTS:

- 98 Non-Foil cards
- 1 Borderless Foil Face Card
- 1 Borderless Imagine: Courageous Critters Foil Card
- 2-card Collector Booster Sample Pack
- 10 Double-Sided Tokens
- 1 Life tracker
- 1 Strategy insert
- 1 Reference card
- 4 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Each deck introduces 15 never-before-seen cards to *Magic: The Gathering*





BLOOMBURROW

Release: August 2 2024

PRODUCTS - OTHERS



BUNDLE

[Product page](#)

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Bundle holds 9 *Bloomburrow* Play Boosters
- 1 Traditional Foil card with Bundle-exclusive alternate-art
- 15 Traditional Foil Basic Land cards (including 5 foil Full-Art Lands)
- 15 nonfoil Full-Art Lands
- Spindown life counter
- Card storage box
- 2 Reference cards

KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors

[Digital Assets](#)



PRERELEASE

[Product Page](#)

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 6 *Bloomburrow* Play Boosters
- 14 *Magic: The Gathering* cards per booster
- 1 foil, year-stamped Rare or Mythic Rare
- 1 *Magic: The Gathering Arena* code card (Only available in select regions)
- 1 deck box
- 1 Spindown die

KEY SELLING POINTS:

- First opportunity for players to play an event with new cards!
- 2 Play Boosters as prize support for each kit





BLOOMBURROW

Release: August 2 2024

PROMOTIONAL MATERIAL



STANDARD SHOWDOWN



PROMO PACKS



COMMANDER PARTY



OPEN HOUSE



BUY-A-BOX



Participation



Top 8



Winner

STORE CHAMPIONSHIP





BLOOMBURROW

Release: August 2 2024

CARDS TREATMENTS



FULL-ART SEASONAL BASIC LANDS

FOUND IN: PB, CB



SHOWCASE WOODLAND

FOUND IN: PB, CB

PB: Play Booster
CB: Collector Booster

Cards displayed are only for representation and are not indicative of the card players will receive



BORDERLESS FIELD NOTES

FOUND IN: PB, CB



IMAGINE: COURAGEOUS CRITTERS

FOUND IN: CB



EXTENDED ART

FOUND IN: CB



BORDERLESS RAISED FOIL ANIME

FOUND IN: CB

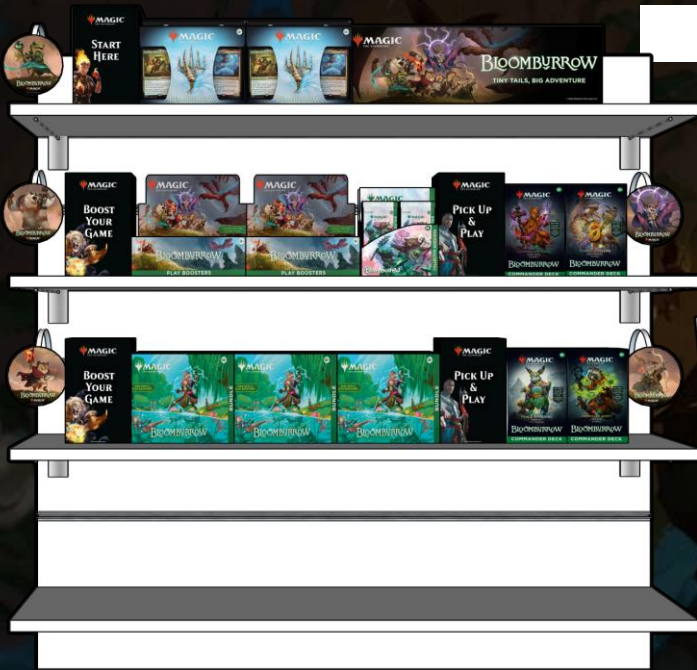




BLOOMBYRROW

Release: August 2 2024

PLANOGRAMS



- 100 x 75 cm**
3 shelves
- 4 Starter Kits
 - 2 Play Booster Display
 - 1 Collector Booster Display
 - 4 Commander Decks
 - 6 Bundle
 - 4 Commander Decks



- 50 x 100 cm**
4 shelves
- 4 Starter Kits
 - 2 Play Booster Display
 - 2 Bundle
 - 2 Collector Booster Display
 - 8 Commander Decks



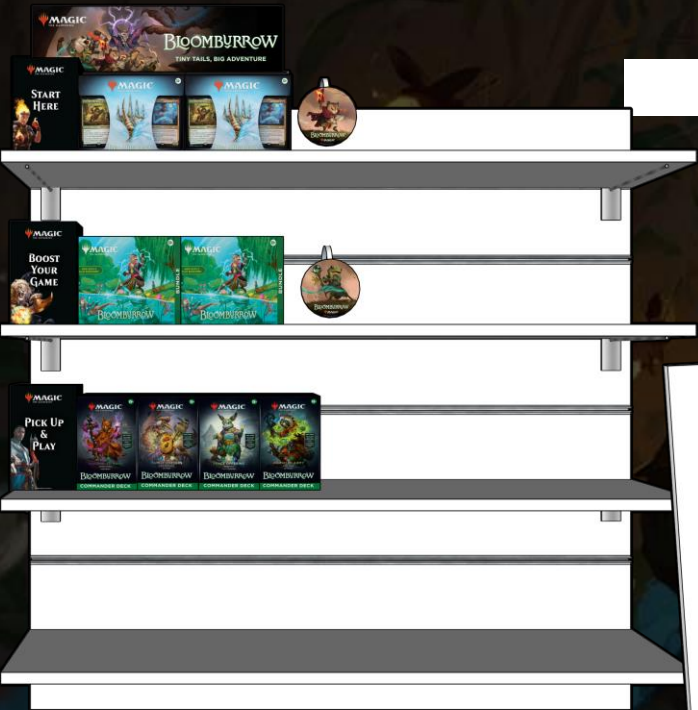


BLOOMBURROW

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PLANOGRAMS

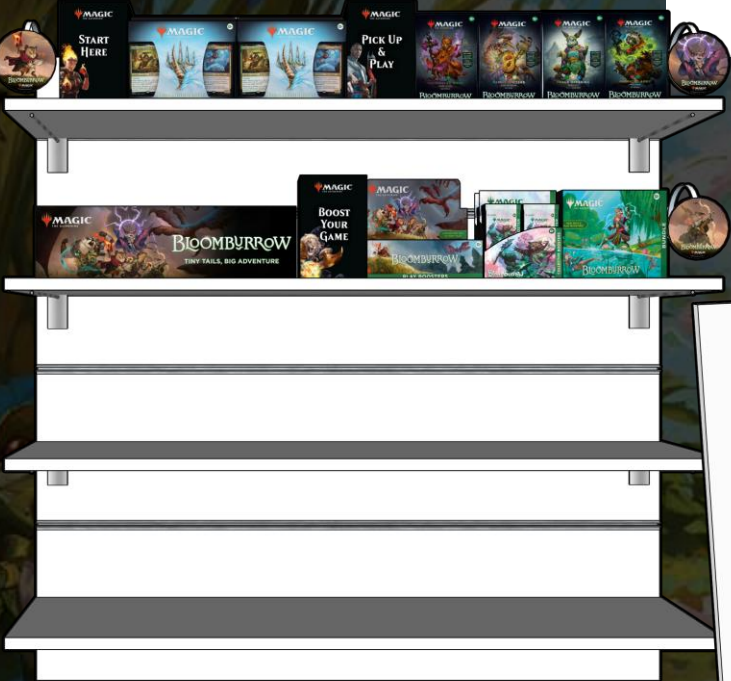
INSTORE



50 x 75 cm
3 shelves

- 4 Starter Kits
- 4 Bundle
- 8 Commander Decks

BACK COUNTER



100 x 50 cm
2 shelves

- 4 Starter Kits
- 8 Commander Decks
- 1 Play Booster Display
- 1 Collector Booster Display
- 2 Bundle

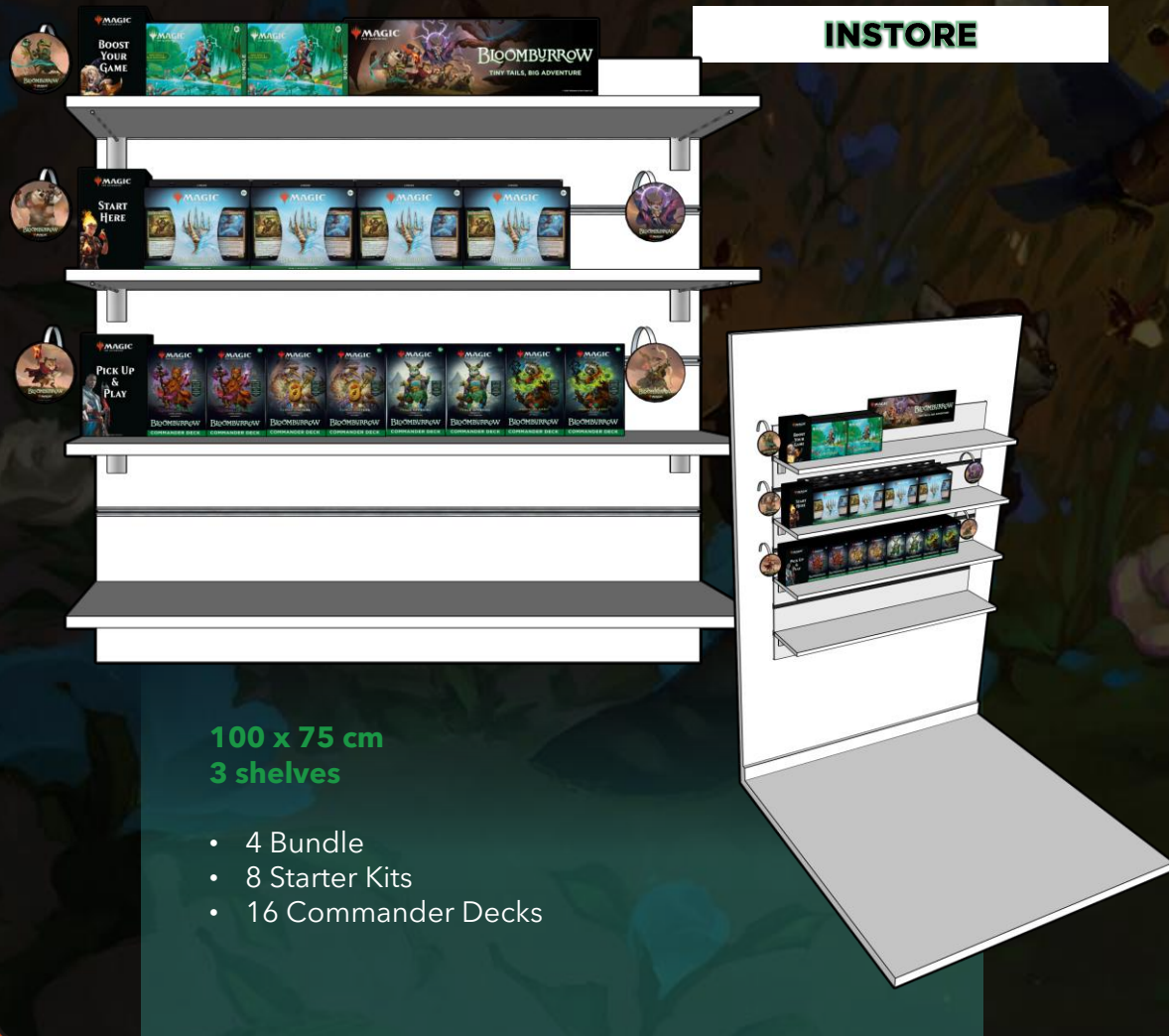




BLOOMBURROW

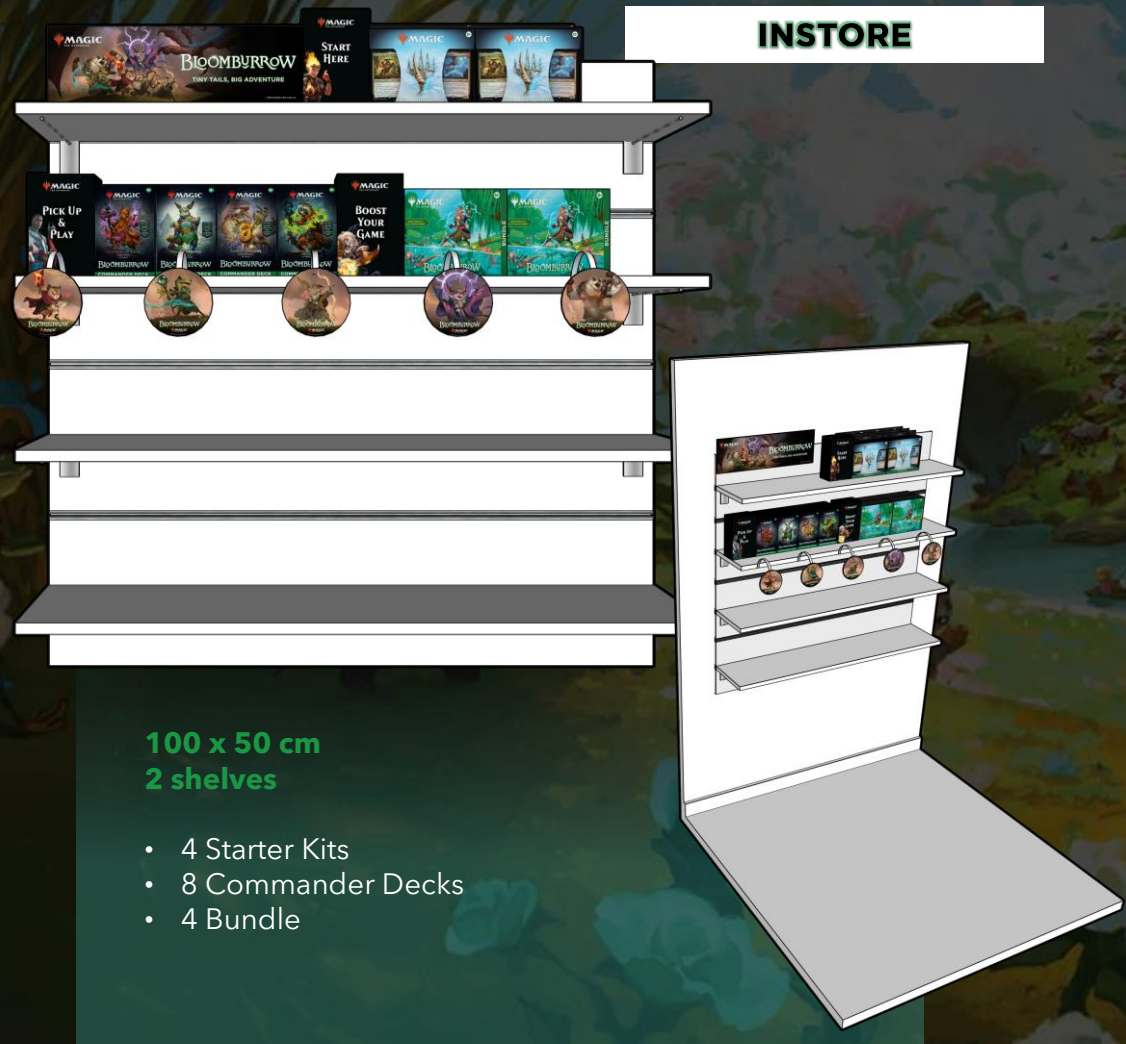
Release: August 2 2024

PLANOGRAMS



100 x 75 cm
3 shelves

- 4 Bundle
- 8 Starter Kits
- 16 Commander Decks



100 x 50 cm
2 shelves

- 4 Starter Kits
- 8 Commander Decks
- 4 Bundle





BLOOMBURROW

THANKS