



Hasbro Celebrates Grand Opening of Midway, Georgia Distribution Center

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First U.S. facility fully developed and branded by Hasbro marks major milestone in supply chain innovation and operational efficiency

MIDWAY, Ga.--(BUSINESS WIRE)--Mar. 19, 2026-- Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, today celebrated the opening of its new 600,000-square-foot distribution center in Midway, Georgia in partnership with GXO. The state-of-the-art facility represents a significant milestone as Hasbro's first U.S. warehouse fully developed, leased, and branded by the company, strengthening the company's omni-channel distribution capabilities and supply chain efficiency across North America.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260319874254/en/>



Hasbro's new 600,000-square-foot distribution center in Midway, Georgia, developed in partnership with GXO, is the company's first U.S. facility fully developed, leased, and branded by Hasbro.

"By opening our first company-leased U.S. distribution center, we're expanding our supply chain capabilities to deliver magical play experiences faster and more efficiently than ever before," said **Stephanie Beal, Chief Supply Chain**

Officer at Hasbro. "This facility underscores our commitment to our operational excellence program and marks another milestone in our transformation into a modern play and entertainment company. Investing in our flagship U.S. distribution center strengthens our ability to deliver the speed, quality, and efficiency our retail partners and fans expect, ensuring the right products reach the right places at the right time."

Located in Liberty County, less than an hour from Savannah, the site – developed by Flint, which was recently acquired by Peachtree – will serve as a key distribution hub and a critical node in Hasbro's U.S. logistics network, supporting both brick-and-mortar retail partners and direct-to-consumer operations through Hasbro Pulse. The facility accounts for approximately 25% of Hasbro's U.S. distribution footprint, joining existing warehouses in Chino, California and Joliet, Illinois.

The facility is expected to create between 60 and 70 jobs during standard operations, with seasonal employment reaching up to 125 during peak periods. Additionally, the center is projected to generate approximately \$8 million in annual productivity savings, which will be reinvested into Hasbro's ongoing efficiency initiatives.

"We're proud to partner with Hasbro on this next-generation flagship facility, bringing GXO's decades of logistics experience to deliver iconic Hasbro games to retailers and consumers with greater speed, accuracy, and reliability," said Michael Jacobs, President, Americas & Asia Pacific, GXO.

"Hasbro's choice to build its first fully developed and branded U.S. distribution center in Liberty County is a tremendous win for our community," said Al Williams, State Representative and LCDA Board Chairman. "This investment means quality jobs and new opportunities for our military families. We're proud to welcome a company whose brands bring joy to a billion people around the world and opportunity here at home."

"This project shows what's possible when strategy, real estate, and operations are brought together under one program," said Marcus Carmont, Chief Customer Officer at TMX Transform. "Working with Hasbro, we delivered a right-sized distribution center that strengthens their East Coast network. It's a great example of how the right partnership can turn complex supply chain change into a fast, successful outcome."

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. Hasbro delivers groundbreaking play experiences for fans of all ages around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media.

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