

# 10 Things You Should Know

OCTOBER 2017

## Pumpkin Edition



### 1. The Birth of the PSL

We are spotting the pumpkin spice latte everywhere these days, but it first originated in 2003 as a test product in Starbucks in Washington, DC and Vancouver in Canada. The drink was an immediate hit and was added to the menu officially in fall of 2004. | *Washingtonian*

### 2. The Next Pumpkin Spice??

Maple has been slated by market watchers as the next pumpkin spice. Sales of maple-flavored products are up 86% in nonalcoholic beverages, and 14.6% in spiked drinks in 2017, compared with the same quarter last year. Companies such as Dunkin' Donuts, which have tried to compete with Starbucks' Pumpkin Spice latte in the past, are betting on the flavor, with a maple pecan coffee to kick off fall. | *Quartz*

3.

### Pumpkin Spice Cough Drops

You can now walk through every section of the grocery store and find a pumpkin spice flavored item. There are pumpkin spice flavored crackers, yogurt, candy, salsa and even beer. And now, CVS launched a pumpkin spiced cough drop to take care of that scratchy throat and cough. As a limited edition offering, this cough drop is available in a cold and flu aisle in a CVS near you. | *CVS*

4.

### Bringing the Heat

Next year, consider growing a different type of pumpkin patch—filled with habaneros. Scientists at Rutgers University recently developed a new variety of habanero pepper that's shaped like a miniature pumpkin and has less than one-fifth the spiciness of the parent plant. | *Food Network Magazine*

5.

### Top Crop

As one of the most popular crops in the United States, 1.5 billion pounds of pumpkins are produced each year. The top pumpkin-producing states include Illinois, Indiana, Ohio, Pennsylvania, and California. | *Wikipedia*

6.

### Pumpkin Spice + Astrology

Not sure where to start with all of the pumpkin spice products out there? Try choosing by your zodiac sign. For example, Virgos (the resident perfectionist of the zodiac sign) will appreciate the perfectly balanced salty and sweet Pumpkin Spice Triscuits. For all the Leos out there (the spicy, fun, and the life of the party) you will enjoy the Breckenridge Brewery Pumpkin Spice Beer. | *Brit + Co*

7.

### Spray on the Pumpkin Spice

Thanks to the brand Simply Beyond, there is now a Pumpkin Spice Spray. This product lets you douse just about any food or baked good with a dash of the ubiquitous fall flavor. The \$11 bottle is made to pair with baking, savory dishes or light bites — but hey, there's no stopping you from adding a little to your Pumpkin Spice Latte. They suggest applying a little spritz at first and add a little more if necessary. | *Moneyish*

8.

### Pumpkin Spice Pizza

Villa Italian Kitchen, a quick-service pizza brand, is jumping on the bandwagon and demanding its piece of the pie — with the intro of the first-ever Pumpkin Spice Pizza. A marriage of a classic cheese pizza and all the cozy, seasonal flavors of fall, the Pumpkin Spice Pizza was available at its 230 locations nationwide starting on the first day of fall. | *Fox News*

9.

### Entirely Edible

Every single part of a pumpkin is edible. You can eat the skin, leaves, flowers, pulp, seeds and even the stem! In fact, skin can be baked and transformed into pumpkin chips. | *Good Housekeeping*

10.

### Gone Too Far?

And just when you thought you've seen it all—the company Native introduced a pumpkin spice latte deodorant. The brand has a loyal following for its similarly food-inspired scents, including coconut and vanilla, apricot and white peach, and citrus and herbal musk, so the PSL was just a natural next step, right? | *Delish*