

ten things YOU SHOULD KNOW

MARCH
2018



1 Load'd Sundaes

Blue Bunny introduced ice cream sundaes in convenient single serve packaging. The 8.5-ounce ice-cream cups come filled with cookies, nuts, chocolate bits and Blue Bunny's signature candy B's. Daily Dose of Dairy



2 Blue Apron in Stores

With so many meal kit options available today, online meal kit company Blue Apron is trying to differentiate themselves and will now sell its products in stores by the end of the year. Their goal is to target impulse shoppers in search of convenience. | Wall Street Journal



3 Pie a la Mode

McDonald's in Indonesia & Malaysia are now offering pies *a la mode* with flavors like Tropical Dragon Fruit, Apple Pie and Chocolate & Strawberry. The pies are served with soft-serve vanilla ice cream and a chocolate or strawberry drizzle. | McDonald's



4 Walkers Crisps

Walkers, which is the UK's equivalent to Lay's, is celebrating 70 years in business with introducing six new decade-themed flavors to their line of potato chips. Flavors include: Coronation Chicken (50s); Roast Lamb & Mint (60s); Cheese Fondue (70s); Chicken Tikka Masala (80s); BBQ Rib (90s) and Sweet Chili (2000s). | The Independent



5 Zoodles

Noodles & Co. plans to expand beyond their traditional menu and offer zucchini noodles (zoodles) on their menus nationwide in May. One of the new entrees will be a zucchini romesco dish. Diners also will be able to substitute Zoodles on any pasta dish. This new menu offering will provide more options to those looking to eat healthier. | NRN



6 Drinkfinity

A new venture from PepsiCo, Drinkfinity is a new flavored water system. Pods including both dry and liquid ingredients and are sealed separately until the pod is popped in the vessel (such as a water bottle). When Drinkfinity Pods are popped, they transform your water into a delicious beverage, with no artificial flavors or sweeteners. | Drinkfinity



7 More Fruit

More than half (52%) of consumers have increased their fresh fruit consumption in the past year. Other interesting facts? Calling out the premium status of fruits and vegetables could get about one-third of shoppers to pay more, and nearly half of consumers will pay more for something that has a fresh claim, in particular. | Datassential



8 Chickpeas & Girl Scouts

We are seeing more and more companies jump on the Girl Scout Cookie flavor bandwagon and Biena is just one of them. In June, they will be introducing Biena Thin Mint™ Chickpea snacks, exclusively at Whole Foods. They have submerged their signature Sea Salt Chickpeas into Thin Mints and fair-trade dark chocolate for Girl Scout inspired goodness. | PRN Newswire



9 Stok Protein

With as much protein as two large eggs and a slice of bacon per serving (16 g) and an excellent source of protein, Stok Protein Cold Brew Coffee claims to deliver an ultra-smooth, never chalky flavor. Stok steeps it cold brew for 10 hours and then adds a shot of espresso to round it out. | PRN Newswire



10 Hands-On Candy Museum

New York tourists and locals will soon be able to satisfy their sweet tooth at the Museum of Candy, a 30,000-square-foot operated by the Sugar Factory. The museum will feature 15 "experiential rooms," a dessert market, a Sugar Factory outpost and an outdoor café. Sugar Factory is known for its larger-than-life, Instagram-friendly desserts, and the museum will offer equally eye-catching (and photo-worthy) displays. | Iconoculture