

1



Heirloom Grains

Amid the coronavirus outbreak and a push to eat healthy at home, grain companies like Carolina Gold Rice, have seen Heirloom grain sales skyrocket. Heirloom grains are age-old staples that have been passed down for generations, are not genetically modified or processed. Some types of heirloom grains are einkorn, spelt, emmer, kamut, freekeh, barley and sorghum. | Food Dive

6



Hard Seltzer Sorbet

The Boston Beer company, Truly, introduced a new product line for their category, Hard Seltzer Sorbet. This alcoholic ice cream line contains 5% abv in each product and comes in four sorbet flavors: Strawberry lemonade, Original Lemonade, Black Cherry Lemonade and Mango Lemonade. | Just Drinks

2



Watermelon Red Bull

Red Bull just came out with a new energy drink flavor for the season, Summer Edition Watermelon. This Summer Edition flavor is a part of Red Bull's "Edition Series" which includes other flavors such as peach, blueberry, kiwi-apple and coconut. This watermelon flavor has the same caffeine levels as their original Red Bull (80 mg of caffeine) but with a sweeter taste. | Delish

7



Everyday Collagen

According to Food Navigator, Collagen peptides are making their way into everyday food categories because of their popular and health benefits linked to healthy ageing. Collagen is popping up in many different products outside of the supplement sector like Sea Salt & Herb Skinny Pop with collagen and Danone Collagen enriched yogurt. | Food Navigator

3



New Peanut Butter Options

Skippy just launched 3 new products this month, Skippy Squeeze, Skippy No Sugar Added and Skippy Added Protein. The Skippy Squeeze comes in 6-ounce pouches and are meant to have easy portable use. The No Sugar Added will be sold in creamy and chunky options and only contains peanuts, palm oil and salt. | The Shelby Report

8



Fudge Brownie M&M's

M&M released a new version to their chocolate candy line, Fudge Brownie M&M's. Each chocolate morsel is chewy and filled with the actual taste of fudge-y brownies. It is said that they are larger than a typical M&M, similar to the size of a peanut M&M. | Delish

4



Zhoug Sauce

Trader Joe's just released a new cilantro-based sauce Zhoug Sauce. This sauce is very spicy and is described as a "Middle Eastern Pesto". Some of the ingredients include jalapeño peppers, chile flakes, and garlic and is best paired with scrambled eggs, grain bowls, or steak. | Trader Joe's

9



Sparkling CBD Water

Ocean Spray's Incubator brand, Carry On, announced a new line of sparkling CBD water. This water is currently available and testing the market in Colorado. This brand has two products, Elevate and Descend, where Elevate is meant to "keep you calm but sharp" and Descend is designed for relaxation "with no impairment". | Food Dive

5



Cereal Mashup

Kellogg's released a new product that combines their Frosted Flakes and Froot Loops cereal. This Mashups Cereal product is available nationwide and blends the two tradition cereal pieces in one and is described to have "unexpectedly delicious flavor combinations." | FoodBev Media

10



Pickle Ice Cream

A New York-based company, Nightfood, launched a pregnancy product, Pickles for Two. This is a pickle flavored ice cream and claim they were inspired by the top two pregnancy cravings: pickles and ice cream. This product is dill-pickle flavored and was endorsed by the American Pregnancy Association because it is high in calcium, magnesium, zinc, protein and fiber. | Mintel