

ten things YOU SHOULD KNOW

AUGUST 2020

1



Unicorns Aren't Going Away

Kellogg's has new Unicorn and Mermaid waffles that are keeping consumers' breakfasts magical. The Unicorn Waffles are pink with a cotton candy flavor and the Mermaid Waffles are teal with a blue raspberry flavor. These waffles have been spotted at Walmart and Albertsons. | Best Products

2



Harpoon Dunkin' Beer

For the 2020 fall season, Harpoon and Dunkin' Donuts collaborated and created a beer line with 3 new beer flavors. One of the flavors being released hits the fall theme, Harpoon Dunkin' Pumpkin. The other two flavors, Harpoon Dunkin' Boston Kreme and Harpoon Dunkin' Jelly Donut, are made with actual donuts! | Food & Wine

3



Walnut Pesto

Trader Joe's has a new spread on the shelves, Walnut Pesto. This pesto paste is made with walnuts, canola oil, olive oil, parmesan cheese, black pepper, nutmeg, and sea salt. It is described to be savory, rich in nutty flavor and goes well with pasta, bread or dressed up in your veggies. | Trader Joe's

4



Fewer, Larger, Quicker Grocery Trips

Due to health concerns during the pandemic, The Hartman Group conducted a survey and found that consumers have changed their grocery shopping habits. Consumers have found themselves making less trips to the grocery store to reduce exposure but on the quick trips they do take, they are stocking up and buying much more than they did before the pandemic. | Hartman Group

5



Spicy Chicken Nuggets

McDonald's announced they will be releasing a new Spicy Chicken Nuggets flavor to their menu on September 16. This is the first new nugget flavor being introduced since 1986. Eater suggests that McDonald's is jumping into the chicken wars with Chick-fil-A, Popeyes, Wendy's, and KFC. | Eater

6



Apple Pie Irish Cream Liqueur

This August, Baileys released a new limited-edition Apple Pie-Flavored Irish Cream Liqueur. The flavor is described to resemble freshly baked apple pie mixed with vanilla ice cream and has hints of cinnamon and spice to top it off. | Thrillist

7



Toast-Yay Cookie

The Girl Scouts of the USA announced a new cookie flavor to add to their lineup, the Toast-Yay Cookie. This shortbread cookie is shaped like a slice of bread, partially coated in a sugary icing, and is French toast flavored. | Rachel Ray Mag

8



Cheetos Mac 'N Cheese

Cheetos just released a new product line, Mac & Cheese, exclusively sold at Walmart. This new line includes 3 different flavors: Bold & Cheesy, Flamin' Hot, and Cheesy Jalapeno. The products are described to be extremely cheesy and you can instantly smell the notorious Cheeto flavor as soon as you open the cheese packet. | Guilty Eats

9



Pumpkin Spice Hot Cocoa

Coming up this season, Swiss Miss combines two Autumn drinks to create Pumpkin Spice Hot Cocoa. This limited-edition drink will be available across the nation at retailers like Target, Walmart and Amazon. | Pop Sugar|Delish

10



Sparkle Syrup

Runamok Maple, a sustainable pure syrup brand, dropped a limited-time-only Sparkle Syrup. This syrup is infused with glitter crystals that the company said it's "one sole purpose: to make you smile." The syrup is made with pure maple syrup and flavorless food-safe pearlescent mica and will be sold on their website and Amazon starting September 1. |Delish