

# ten things YOU SHOULD KNOW

OCTOBER 2020

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## Ghost Pepper Doughnut

Dunkin has baked up a new spicy edition to their donut collection, the Spicy Ghost Pepper Donut. This is a yeast donut that is topped with a strawberry icing and features a blend of cayenne and ghost pepper flavoring, topped off with red sugar sprinkles. This is a limited time only donut that is available now until the end of December. | Dunkin Donuts

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## Protein Muffins

Trader Joe's released a new breakfast item this month, Protein Muffins. These muffins come in individual cups, you add water or milk, stir, and heat up for 60 seconds in the microwave and you have a ready-to-go breakfast muffin. These muffins contain 12 grams of protein and come in dark chocolate and Maple flavor. | Trader Joe's



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## Mushrooms in Beverages

According to Mintel, medicinal mushrooms are being seen in functional drinks across the nation, usage is predicted to rise. Mushrooms are said to help boost immune system and improve relaxation. Some newer products that are using mushrooms are Numi Organics Cocoa, Mushroom 4 Life Organic Lion's Mane Matcha Latte, and Four Sigmatic Mushroom Coffee Mix. | Mintel

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## Fruity Pebbles Candy Bar

Frankford Candy created a Fruity Pebbles Candy Bar. This candy bar is described to have a white creamy chocolate base with cereal pieces mixed in. Although they are not yet sold online, consumers have been spotting these candy bars in stores like Walmart in the candy aisle. | Delish

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## Affy Tapple Beer

Phase Three Brewing Company and Affy Tapple have partnered together to create a new craft beer, A Bushel of Apples. They used a traditional blonde ale and added flavors to symbolize the original peanut caramel apple. | Brewbound, Bevnet

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## Chickpea Pizza

Banza is launching a new frozen pizza made with chickpea-based crust. There are three different pizza options: four cheese, Roasted Veggie, and Margherita style pizza. This new line of chickpea pizzas are all gluten-free, include 16-17 grams of protein per serving and are sold nationwide at stores like Target and Wholefoods. | Food & Wine

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## Seniors Shopping Online

In the past month, Instacart has introduced online grocery shopping to over 60,000 seniors. Instacart created a new Senior Support Service to assist seniors in shopping online due to the COVID-19 outbreak. This program is meant to assist customers over the age of 60 create accounts, filling virtual carts, and placing orders. | Grocery Dive

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## Plant-Based Meat

The pandemic has helped accelerate the growth of the plant-based meat market. In fact, IRI reports an increase in plant-based meat sales of 454% in March compared to the previous year. This growth is said to be related to new health focus due to the pandemic, more grocery shopping, as well as innovation in the plant-based segment. | Food Dive

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## Halloween Menu Items

This season, many retailers are participating in Halloween-Themed Menu items for their consumers. Burger King has a Ghost Whopper, Baskin Robins created a Fright Night Scoop ice cream combination, Popeyes had Voodoo Tenders that are tenders drizzled in sweet garlic Voodoo sauce, and Starbucks has a Phantom Frappuccino that is a black dyed mango-coconut beverage topped with "ghoulish lime slime". | US Magazine

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## Nutter Butter Chocolate PB Pudding

Nabisco has partnered with Raymundo's to create a new Nutter Butter + Chocolate Peanut Butter Pudding. This new product consists of a chocolate peanut butter pudding cup and the lid is filled with crushed Nutter Butter pieces to mix into the pudding. | Best Products

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