

1



Mental Health Milk

With mental health concerns top-of-mind for consumers, numerous milk brands have created functional milk beverages. Milk products like Almo Naturals Chamomile Almond Milk, Milfina's Wellness Milk, and Denmark Milk Active Drinking Yogurt promote sleep, stress relief, and other mental health benefits. | Mintel

6



Dessert-Inspired Pop-Tarts

Kellogg's revealed three new Pop-Tart flavors that are inspired by popular pies. Their new flavors include Lemon Crème Pie, Banana Crème Pie, and Peach Cobbler and will be available in June. | Pop Sugar

2



Strawberry Ice Cream Cone Kisses

Hershey's released a new Limited Summertime Edition product, Strawberry Ice Cream Cone Kisses. These chocolate kisses are described to be "strawberry flavored crème and cookies" and are promoted to eat alone or added to your ice cream or favorite cookie mix. | Delish

7



Cinnamon Toast Crunch Cinnamon Rolls

Pillsbury is rolling out a new Limited Edition flavor, Cinnamon Toast Crunch Cinnamon Rolls. This new product is promoted to have the classic Cinnamon Toast Crunch flavor in the icing and will be sold at Meijer at \$2.19. | Yahoo

3



Creamed Multi-Floral Honey

Trader Joe's released a new honey product into their stores, Creamed Multi-Floral New Zealand Honey. This honey is from bees pollinating a variety of flowers, plants, and trees which results in a floral, herbal, and earthy flavor profile. The creamed part of the honey comes from stirring microscopic "seed crystals" into the honey for hours to result in a creamy, golden consistency. | Trader Joe's

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Pepsi Mango

Pepsi just launched a new permanent flavor to their soda line, Pepsi Mango. This new beverage is described to be smoother than typical soda products and has a bold tropical mango flavor but is also not too sweet. | Thrillist

4



Favorite Day Brand

Target is launching a new private label brand called Favorite Day and will feature 700 different products. This new line will be launching in April and will have products ranging from sweets, ice cream, trail mixes, baked goods, to mocktails. | Mashed

9



Perrier Energize

Perrier announced its new line of energy drinks coming out this spring, Perrier Energize. This new line is made with plant-based caffeine derived from green coffee and yerba mate extracts. Perrier Energize comes in three flavors: tangerine, pomegranate, and grapefruit. | Delish

5



Confectionery Purchases

The pandemic has changed consumers behaviors around confectionery purchases by 61% according to a report from the National Confectioners Association. According to the report, around 76% of households are now buying sweets online which is more than doubled from 2019. | Grocery Dive

10



Plant-Based Cheese

Bel Brands, a French cheesemaking company, is launching a 100% plant-based brand, Nurishh. This new brand will offer plant-based options from all of Bel's signature cheeses and will sell their products globally. Nurishh will have a variety of sliced and shredded cheese styles and offer cheddar, mozzarella, and provolone flavors. | Food Dive