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## Mexican Street Corn Cheetos

Frito-Lay is releasing a new Cheetos flavor next month, Mexican Street Corn Cheetos. Also known as Mexican Elote, Mexican street corn is corn on the cob, covered in mayonnaise and garnished with Tajin chili powder, cheese, and lime. This new product is described to be a combination of citrus and spice. | Best Products

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## Krispy Kreme Popcorn

Smartfood and Krispy Kreme came together to create a new product, Original Glazed Doughnut Popcorn. Packaged in a shiny, green bag with the Smartfood and Krispy Kreme logos co-branded on front, this popcorn is described to taste like a classic Krispy Kreme doughnut and a pinch of salt. | Yahoo

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## Plant-Based Boom

PepsiCo is collaborating with Beyond meat to transform plant-protein snacks and beverages with their partnership, The PLANEt Partnership. According to Mintel, 56% of consumers believe plant-based proteins are healthier and this creates opportunities to diversify the snacking and beverage market. This partnership is looking to create plant-based options for chips, cheese dips, ready meals, and functional beverages. | Mintel

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## Hemp Infused Teas

Clipper Teas, a tea brand in the UK is launching organic hemp infused teas in two flavors, Karma Mama Hemp and Groovy Ginger Hemp. These teas are infused with hemp seed, chamomile, lavender, lemon balm and ginger. These teas are promoting calming and self-care with their functional and natural ingredients. | Food Navigator

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## Peanut Butter Lovers

Reese's created a new Peanut Butter Cup with no chocolate, Ultimate Peanut Butter Lovers Cup. This new product has the same peanut butter filling but instead of a chocolate coating, it is covered in a peanut butter shell. | Taste of Home

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## Dulce de Leche Toast Crunch

General Mills has created a new variety of their Cinnamon Toast Crunch, Dulce de Leche Toast Crunch. This new cereal is coming out soon and will have the same square cereal pieces but instead of cinnamon sugar flavor, it will have a sweet dulce de leche, caramel-like flavor. | Thrillist

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## Snacking Habits

During the pandemic, consumers snacking habits have shifted due to stress, boredom and comfort. According to a survey by The Hartman Group, 35% of consumers are snacking more often and 20% have changed how they snack, like choosing healthier options. 43% of consumers stated that they are snacking to cope with boredom or frustration and 55% are snacking for comfort. | Food Dive

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## Pork Rinds

Despite the negative belief that pork rinds are bad for you, they are gaining traction with consumers because they can provide 17 grams of protein per one ounce serving. Pork rinds also have unsaturated fat, specifically oleic acid, which is a monounsaturated omega-9 fatty acid that promotes brain function and heart health. | Mashed

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## Thai Style Green Chili Sauce

Trader Joe's released a new product inspired by a Thai cuisine, Thai Style Green Chili Sauce. Inspired by the northern Thai dish, Nam Prik Nuum, this sauce contains green chili, garlic, shallot, lemon grass and Thai lime leaves and can be used as a dipping sauce for vegetables and meat dishes. | Trader Joe's

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## Strawberry Funnel Cake Frappuccino

Starbucks announced a new Frappuccino releasing in May for the upcoming summer season, Strawberry Funnel Cake Frappuccino. It is said that this carnival-inspired beverage will be infused with funnel cake flavors, blended with strawberry syrup, and topped with whipped cream. | Totally the Bomb