

ten things YOU SHOULD KNOW

JULY 2022

1



"Stranger Things" Pizza

Netflix teamed up with Walmart to give "Stranger Things" fans the ultimate snack to binge-watch season four: Pizza. The frozen pizza is inspired by the show's local pizza shop and comes with 4 topping options: Pepperoni, Supreme, Meat Lovers, or Pineapple Jalapeño. | Popsugar

2



Upcycled food

About 40% of the U.S. food supply goes to waste each year. As concerns around this rise, Upcycled Food has become one possible solution. Companies such as Del Monte Foods, ReGrained, and Do good Foods are repurposing food that would normally be thrown away to make new food products. | Food Dive

3



Little Debbies Snickerdoodle creme pies

Snickerdoodle crème pies will be launched by McKee Foods' Little Debbie snack brand this month. The snickerdoodle hand pies will have two snickerdoodle cookies sandwiched over a vanilla-flavored crème filling. The new taste will be offered in packs of eight individually wrapped pies. | Food Business News

4



Culver's: Lemon Ice

At Culver's, Lemon ice has returned. Lemon ice is a tart and cooling treat created from frozen lemonade. You may order it alone or with a variety of fruits, such as peaches or strawberries. It can also be found blended into beverages with or without fruit or custard such as a smoothie. | Cheapism

5



Clif Bar Plant Based Jerky Dog Treats

Clif Bar introduced three new flavors to their Pet Plant Based Jerky line: Sweet Potato & Blueberry Recipe, Pumpkin & Apple Recipe, and Butternut Squash & Cranberry Recipe are the new arrivals into the pet space. These treats are made from plant protein and no artificial flavors, colors, or preservatives. | Food Industry Executive

6



Meat Sweats Kit

Old Spice and Arby's have partnered to create the "meat sweats" kit. This kit promotes the Sweat Defense Dry Spray and the restaurant chain's Half Pound Roast Beef Sandwich. The kit comes with two cans of Old Spice antiperspirant, a sweatband, towel, and sweatsuit with a roast beef design. | Marketing Dive

7



Coke x Marshmello

Coca-Cola co-created a beverage with Grammy-nominated artist Marshmello. The limited-edition drink comes in two flavors: Strawberry and Watermelon. The unique black-and-white cans have a QR code that unlocks the Coca-Cola Creation hub where visitors can create digital art while listening to the artist's new song. | Food Dive

8



Dairy and Plant Formula

Danone has launched its first Dairy and Plants Blend formula. The business claims that this is the first infant formula that combines nutrients from breastfeeding and plant sources. In the recipe, important dairy constituents including lactose, casein, and whey protein are blended with premium soy to provide more than half of the necessary protein. | FoodBev

9



Happy BrainZ / ImmuneZ

Happy BrainZ and Happy ImmuneZ are two new items that GoGo squeeZ has added to assist children's brain and immunological wellness. These non-GMO products include no added sugar and ingredients that are derived from plants as well as iron and omega-3 fatty acids to boost brain and immunological function. | Food Industry Executive

10



Kooshy Croutons

Kooshy, a new brand launched by brothers, Jonathan and Matt Wachsman, where they developed a line of croutons. Formulated with organic sourdough, olive oil and spices, Kooshy states its croutons are the first Non-GMO confirmed croutons on the market. Three of their new offerings are vegan, and do not contain cheese or butter. | Food Business News