

ten things YOU SHOULD KNOW

AUGUST 2022

1



TikTok's Pink Sauce

If you're on TikTok chances are you've come across the mysterious "Pink Sauce" that has gone viral. The pink condiment is made and sold by Chef Pii and some ingredients include sunflower-seed oil, raw honey, pitaya (dragonfruit), and pink Himalayan sea salt. Many online fans are calling this product "unsafe" but its pink appearance continues to capture the internet's attention. | PopSugar

2



Ketchup & Mustard Flavored Doritos

No longer just a classic condiment, Ketchup, and Mustard have become the new flavors for Frito-Lays' famous Doritos. Doritos Ketchup is said to offer the tangy and subtly sweet taste of the tomato-based topping. While Doritos Mustard is going for a bold and spicy effect that is inspired by Chinese hot mustard. These limited-time-only flavors are sold exclusively on Snacks.com DTC site. | Food Dive

3



Monster's New Alcoholic Beverage

Monster, a leader in the energy drink category, will be entering the alcohol market with a new beverage called The Beast Unleashed. This is made possible by Monster's recent acquisition of Canarchy Craft Brewery Collective, a craft beer and hard seltzer company. The new alcoholic beverage will come in four flavors and contain 6% alcohol by volume. | Food Dive

4



Twisted Tea Sweet Tea Whiskey

Aiming to meet shoppers where their needs are, Boston Beer and Bean Sundry have partnered to create Twisted Tea Sweet Tea Whiskey. Having already brought customers Truly flavored Vodka and Sauze Agave Cocktails the two partners plan to enter the Whiskey space now. The beverage will first be launched in select states and can be served on its own or added to a cocktail. | Food Dive

5



CinnaFuego Toast Crunch

The breakfast favorite, Cinnamon Toast Crunch, now comes with a sweet and spicy twist. Spicy pepper was sprinkled on the classic cinnamon squares for a complete flavor makeover. It will be sold in a resealable bag so you can eat it on the go or in some milk. Starting this month, the cereal will be sold exclusively at Walmart at \$5.98 for a 5.9-ounce bag but only while supplies last. | Simplemost

6



Dunkin' Donuts New Fall Menu

Dunkin' Donuts Fall Menu is officially back and this time it includes two new items: Blood Orange Dunkin' Refresher and Nutty Pumpkin Coffee. Served hot and cold, the Nutty Pumpkin Coffee has a hint of pumpkin spice swirl, hazelnut flavor shot, and cream. | Simplemost

7



Pumpkin Spice Oreos

After 4 years, Pumpkin Spice Oreos are back on the shelves. This fan favorite snack has a tasty, orange-colored pumpkin spice-flavored crème stuffed between two golden Oreo wafers. These Oreos are only available for a limited time. | PopSugar

8



Tito's in a Can

Tito's Handmade Vodka is releasing a novelty product that allows consumers to create their own "better-quality seltzers"; An empty 16-ounce reusable steel can. Rather than compete in the already saturated hard seltzer category, the company wants the consumers to let out their inner mixologist while using their products. Tito's in a Can is available online for \$20. | Food Dive

9



Nescafé Gold Cappuccino Ice Cream

Nestlé is capitalizing on the rise of coffee consumption and recreating the Nescafé coffee experience into ice cream. Most popular for its instant coffee, Nestlé's Nescafé, will be using real coffee in both the coating and ice cream in its bar. While the ice cream will first be sold in Malaysia, there is a possibility it will make it to the worldwide market. | Food Dive

10



Krispy Kreme Pumpkin Spice Collection

Calling all pumpkin spice lovers! On August 8th, Krispy Kreme released their fall doughnut menu. It includes some classics - Pumpkin Spice Original Glazed Doughnut and Pumpkin Spice Original Filled Cheesecake Doughnut. The new item, Pumpkin Spice Latte Swirl Doughnut, is a pumpkin spice doughnut that is dipped in a pumpkin spice/sugar blend, then topped with a swirl of vanilla and coffee buttercream | Simplemost