

ten things YOU SHOULD KNOW

FEBRUARY
2023

1



Reese's Dipped Animal Crackers

Reese's is going wild with their new product launch of Reese's Dipped Animal Crackers. With an assortment of animal shapes, each cracker is coated in peanut butter flavor candy and dipped in milk chocolate on the bottom. | The Impulsive Buy

2



Blue Bottle Brew

A Nestlé-owned brand, Blue Bottle Coffee, is launching their smallest premium batch of coffee brew yet that originates from a region in Yemen. This new brew is a part of the brand's Exceedingly Rare program of single-origin coffee that is made to highlight "up-and-coming regions, an experimental process, or a rare variety." | Retail Dive

3



Savory on the Rise

According to a Mintel Menu Insights survey, "54% of consumers are interesting in seeing more savory flavors on the menu." Some of the top, premium savory ingredients on the rise include truffle, garlic butter, furikake, and prosciutto. This survey also suggests that consumers are more open to exploring complex and bold savory flavor profiles. | Mintel

4



Chili Cheese Brew

Hormel took the ideal super bowl pairing of chili cheese dip and a cold beer and created a Chili Cheese Brew. They described this new limited-edition beer as "an irresistible sip that unites the best flavors of our famous Hormel Chili Cheese Dip." | Live Now Fox

5



Sweet Dreams Cereal

Post Consumer Brands unveiled a new cereal designed to help people sleep called Sweet Dreams Cereal. This cereal is made with ingredients that claim to promote the production of melatonin including an herbal blend of lavender and chamomile and vitamins like zinc, folic acid, and B vitamins. They offer two different flavors: Blueberry Midnight and Honey Moonglow. | Taste of Home

6



Chaos Cooking

A new trend surfacing on TikTok called Chaos Cooking is when dishes are an aggressive mash-up of international flavors and cuisines. Some examples of these chaos dishes are sashimi tostadas and tandoori spaghetti. It is said that these dishes will either "live" or "die" depending on how well they are perceived on TikTok. | Axios

7



Super Mario Brothers Restaurant

When the Super Nintendo World in Universal Studios in Hollywood opened this month, it included a new Super Mario Brothers-Themed Restaurant. This restaurant will include many video game-themed meals including Princess Peach cupcakes, Toadstool cheesy garlic knots, and piranha plant caprese. | Eater

8



Most Oreo Oreo

Mondelez International's Oreo brand has launched a limited-edition cookie called the Most Oreo Oreo. This new cookie showcases two original chocolate cookie wafers filled with a double-stuffed and oreo crushed crème filling. This LTO product is being marketed as a "meta" Oreo that includes an interactive website called the OREOVERSE. | Food Business News

9



Pringles Chik'n Fries

Morningstar Farms and Pringles, both owned by Kellogg, come together to make a new product, Morningstar Farms Chik'n Fries. This new, meatless frozen snack's main protein source comes from soy and comes in Pringles Original and Scorchin' Cheddar Cheese flavors. | Food Dive

10



Strawberries & Cream Dr Pepper

Dr Pepper announced this month that they are adding a new permanent flavor to their lineup, Strawberries and Cream Dr Pepper. This new soda flavor is described as "the original 23 flavors of Dr Pepper swirled with layers of refreshing strawberry flavor and a smooth, creamy finish." | Food & Wine