

ten things YOU SHOULD KNOW

APRIL 2023

1



Smoky Flavors

According to a Mintel Study, there is growth and innovation opportunities with smoky flavors in 2023 and “46% of consumers are interested in seeing more smoky flavors on menus”. Smoky flavors are said to add depth to a dish especially in savory and spicy entrées. | Mintel

6



Pickled Flavored Ranch

Resulting in an online trend of mixing standard ranch with a jar of pickles in early 2023, Hidden Valley Ranch released a new Pickle Flavored Ranch Dip. It is said to be good as a dip, dressing, or toasting and taste exactly how it sounds, the original ranch flavor with an added tangy pickle kick. | Taste of Home

2



Frank's RedHot SpaghettiOs

Campbell Soup collaborated with Frank's RedHot to create a Frank's RedHot SpaghettiOs. This product is targeted to millennials who grew up eating SpaghettiOs and now have a mature flavor option. It is described to be the same pasta in tomato and cheese sauce flavored with Frank's RedHot and has a mild to medium level of heat. | Food Dive

7



Cookie Donut Collection

Krispy Kreme introduced a new line of donuts, the “Cookie Blast” collection. They have even partnered with Mondelez International to feature various Chips Ahoy! and Oreo flavored donuts. This collection of donuts can be found at participating Krispy Kreme stores across the US for a limited time only. | Food Business News

3



Topo Chico Spirited

A Molson Coors brand, Topo Chico, has a new line of ready-to-drink cocktails, Topo Chico Spirited. This new beverage line is made with tequila or vodka and a blend of real juice and sparkling water. This line pairs their Tequila products with lime or grapefruit and their vodka products with lemon. | PR Newswire

8



Smoky & Hot Chile Powder

Trader Joe's released a new seasoning blend, Smoky & Hot Chile Powder. This new spice blend is said to carefully blend smoked paprika and Chile powder to provide the right ratio of smoked heat. It is promoted to be used in soup, sauces, rubs on meat, and vegetables. | Trader Joe's

4



Doritos Jerky

PepsiCo's Doritos brand partnered with Jack Link's to launch two chip flavored beef products, Flamin' Hot and Doritos Spicy Sweet Chili beef jerky. These two new products come in original jerky and beef stick options and the added spice is said to bring more complex flavor to the beef product. | Food & Wine

9



Ciroc Honey Melon

As weather starts to warm up and summer around the corner, Ciroc is launching a new limited-edition flavor, Ciroc Honey Melon vodka. This new tropical flavored spirit is described to be a full-bodied vodka infused with melon, honey, and other natural flavors. It is said to pair nicely with club soda, fruit juice, or any summer cocktail mixture. | The Takeout

5



ICEE Cereal

ICEE Company and Kellogg's launch a new nostalgic-invoking cereal, ICEE Cereal. Inspired by the Cherry and Blue Raspberry ICEE flavors, this cereal contains those popular flavors in blue and red cereal pieces and is said to even have a cooling affect. Advertised as “Feel the Freeze”, you will have a mouth-cooling affect in every bite. | Cision

10



Sandwi-Chips

Herr's, a Pennsylvania-based snack company, debuts their new line of condiment-flavored chips, Sandwi-Chips. This new chip line comes in two different flavors, Ketchup and Spicy Pickle flavors and is advertised on the packaging to use the chips as a topping on your sandwich. | Food Dive