

ten things YOU SHOULD KNOW

FEBRUARY 2024

1



Cinnamon Toast Crunch Coffee

Victor Allen's Coffee partnered with General Mills to launch Cinnamon Toast Crunch iced coffee in cans or glass bottles. The beverage will be available at Sam's Club and has a blend of cinnamon and sugar with sweet notes of vanilla and graham. | People

2



Sweethearts Situationships

Sweethearts debuted conversation hearts catered to 'situationships'. The candies feature blurry, misprinted messages that are said to be "as blurry as your relationship". The brand uses candies that had imperfections after printing. | Food Dive

3



Melting Pot at Home

Melting Pot released the launch of Melting Pot at Home, fresh fondue bundles available with the choice of Omaha Steaks dippers, delivered free to any doorstep. The bundle feature a choice of Melting Pot Classic Fondue — a blend of fresh aged gruyère, raclette and fontina cheeses, and Melting Pot Aged Cheddar and Gouda Fondue. | Food Processing

4



Truly Hot Wing Sauce Hard Seltzer

Truly is brining football fans' favorite finger food to hard seltzers to create the first-ever limited-edition Hot Wing Sauce Seltzer. Consumers had the chance to win the product on Truly's website and the product was also available for the big game in select markets in 4 pack 16-ounce cans. | Yahoo Finance

5



Pizza Hut "Goodbye Pies"

let customers order free Pizza Hut delivery to the address of an ex-lover. Customers can order a Hot Honey pizza for delivery for their ex or soon-to-be ex. The offering also included the option to write a customized message to your ex on the delivery box. | CNN Business

6



Trader Joe's All Butter Shortbread Sandwich Cookies with Raspberry Filling

feature a buttery texture with a jammy and fruity raspberry filling. The product is said to be an excellent option for any kind of after-dinner dessert, midday tea-time or morning indulgence. | Trader Joe's

7



Gin & Juice by Dr. Dre and Snoop

Inspired by their collaboration "Gin & Juice" from Snoop Dogg's 1994 album Doggystyle, Snoop Dogg and Dr. Dre are entering into the spirits space with a ready-to-drink canned offering, Gin & Juice By Dre and Snoop. The drinks are available in four flavors: Apricot, Citrus, Melon and Passionfruit. | Food Dive

8



Baskin Robbins Love Potion #31 Flavor

was brought back just in time for Valentine's Day. The ice cream features a combination of white chocolate and raspberry-flavored ice creams, raspberry-filled chocolate-flavored hearts, raspberry swirls and chocolate chips. The favorite seasonal flavor has been around for 20 years. | Food Business News

9



Mrs. Butter-Worth's Dunkin' Glazed Donut Flavored Syrup

features the sweet vanilla flavor notes of a glazed donut that can be topped on pancakes, waffles, yogurt, oatmeal and more. The new offering from Conagra Brands was developed in partnership with Dunkin' culinary experts. | Food Dive

10



Sparkling Ice Starburst

Sparkling Ice launched the new line of flavors featuring the classic tastes of Starburst flavors with zero sugar. The line features the fruit chew candy's original flavors: cherry, lemon, orange and strawberry. | Food Engineering

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