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Truff Jalapeño Lime Hot Sauce is said to add a burst of flavor (and heat) to your favorite foods. The latest hot sauce features a combination of black winter truffle, spicy jalapeño peppers and refreshing lime. | CNN

2



Campbell's Grilled Cheese & Tomato Soup highlights the natural pairing of Campbell's Tomato Soup with grilled cheese which dates back to the 1940s. The limited-time soup flavor will be available on grocery shelves through National Grilled Cheese Day on April 12. | Food Dive

3



Starbucks Luck of the Matcha Crème Frappuccino Starbucks is rolling out a brand-new drink to celebrate St. Patrick's Day and treating fans to a special BOGO offer. The frap blends sweet and creamy matcha, caramel syrup, milk and ice topped with whipped cream, caramel sauce, and a crunchy caramel topping. | Delish

4



Trader Joe's Jalapeño & Cream Cheese Crispy Wontons feature a mix of tangy cream cheese, savory Parmesan, and diced jalapeño, which is then wrapped in a wonton skin and fried until bubbly and golden brown. The Wontons go from frozen to crispy and delicious in just about 10 minutes in a conventional oven or around 5 minutes in an air fryer. | Trader Joe's

5



Essentia® Hydroboost Essentia® Water, the pioneer of ionized alkaline water in the U.S., is releasing its first-ever flavored and functional water innovation designed to keep fans hydrated while pursuing their goals. Hydroboost is available in three flavors: Lemon Lime, Peach Mango, and Raspberry Pomegranate. | PR Newswire

6



Floral Flavors on the Rise

According to Innova Market Insights, floral flavors are among their top flavor trends for 2024. Compared to other botanical flavor categories, floral flavors in food and beverage launches are growing at the fastest rate with a compound annual growth rate (CAGR) of 8.4%. | Food Beverage Insider

7



McDonald's Japan French Fry Perfume

Earlier this month, McDonald's Japan shared an image on social media teasing a small line of perfumes mimicking the scent of McDonald's fries. Sadly, the image was posted as a promotion for a limited-time flavored fries product and the perfume is not actually manufactured or sold. This could inspire innovation though as the tweet has more than 21 million impressions. | Food & Wine

8



Hidden Valley & Cheez It Cheezy Ranch

Hidden Valley partnered with Cheez-It to create Cheezy Ranch condiment & dressing which is designed to complement salty snacks like crackers, nachos, fries and more. The offering contains 100% real cheese and features both savory Cheez-It crackers and zesty ranch, according to the press release. | Food Dive

9



Krispy Kreme St. Patrick's Day Doughnuts

Krispy Kreme rolled out an assortment of festive green doughnuts for St. Patrick's Day that "will make everyone feel like they've found a pot of gold." The doughnut shop is releasing four new additions, one of which features Shamrock Cookies 'N Kreme Made With OREO Cookies, green drizzles and St. Patrick's fusion sprinkles. | Delish

10



Claussen Pickle Jelly Beans

This year pickle brand Claussen partnered with Frankford Candy to develop dill pickle jelly beans. According to Sporked, the unique candy tastes just like Claussen Dill Pickles, first having a sweet flavor, followed by a startlingly accurate dill pickle flavor and hint of salt. | Sporked

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