

1



Krispy Kreme Total Solar Eclipse Doughnut

features an Original Glazed® Doughnut dipped in black chocolate icing, adorned with silver sprinkles, piped with a buttercream made with OREO® pieces, and a whole OREO® cookie in the center. The doughnut was available April 5 to April 8. | Krispy Kreme

2



Easter Sundae M&M's

have been relaunched for the spring season and feature flavors of vanilla ice cream and cherry, finished in a dark chocolate fudge coating. The candy features white and dark chocolate. | Food Business News

3



Kraft Heinz Creamy Aioli

Kraft Heinz launched five aiolis and sauces to its portfolio with its new Creamy Sauces Line including Smoky Hickory Bacon Flavored Aioli, Chipotle Aioli, Garlic Aioli, Burger Aioli and Buffalo Style Mayonnaise Dressing. The company promotes the sauces as ideal for everything from French fries to sandwiches. | Food Dive

4



Pop-Tarts Crunch Poppers

feature a crunchy exterior, a flavorful filling and a layer of frosting and sprinkles. The new product comes in two varieties: Frosted Strawberry Crunch and Frosted Brownie Crunch. Pop Tarts claims to add a sweet twist to snack time with its first-ever crunchy snack. | Kellanova

5



Yasso New Fruit Greek Yogurt Bars

Yasso announced the rollout of three new real fruit flavors including Strawberry Chocolate Crunch, Strawberries & Cream Bars, and Creamy Mango. The product delivers on permissible indulgence in a refreshing way with better-for-you Greek yogurt and real fruit. | PR Newswire

6



Laughing Cow Creamy Jalapeño Cheese

Laughing Cow introduced a creamy jalapeño flavor to its cheese wedge brand. This is the first new variety introduced in five years. The fresh flavor claims to have just enough heat and is on shelves nationwide now. | Bell Brands USA

7



White Claw® Tequila Smash

White Claw, introduced Tequila Smash, a Tequila beverage featuring a unique blend of ultra-pure seltzer, authentic Mexican Tequila, real fruit juice and blue agave nectar, available in Pineapple Passion Fruit, Mango Tamarind, Lime Prickly Pear, and Strawberry Guava. The drink contains 5% alc./vol., no added sugar, and 100 calories per 12 oz. can. | PR Newswire

8



Starbucks Spicy Menu Additions

Starbucks is coming in hot with new introductions of their Spicy Lemonade Refreshers in three tropical flavors – Spicy Dragonfruit, Spicy Pineapple, and Spicy Strawberry. A Spicy Cream Cold Foam was also introduced inspired by the sweet and spicy, or “swicy” trend. | Starbucks

9



Pepperidge Farm Lemon Blueberry Swirl Bread

Lemon Blueberry flavored Swirl bread is said to be a refreshing new combination with a mouthwatering aroma that adds excitement to the start of each day. The product comes in thick slices made for toasting. | Food Business News

10



Sun Chips® Solar Eclipse

SunChips announced a special Solar Eclipse Pineapple Habanero and Black Bean Spicy Gouda flavor, which was only given away on SunChipsSolarEclipse.com during the 4 minutes and 27 seconds of the solar eclipse's duration of totality. The release is in partnership with astronaut and researcher Kellie Gerardi. | Food Industry Executive

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