

# ten things YOU SHOULD KNOW

May 2024

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## Panera Bread Bowl Hat

In anticipation of the Kentucky Derby, and to promote its new menu, Panera released a “bread bowl” hat that features a 3D-printed bread bowl surrounded by colorful ostrich feathers. The \$21 limited-edition hat sold out and came with a Panera gift card to try new menu items. | Eater

2



## Sour Oreos

Oreo is collaborating with Sour Patch Kids to create a sweet and sour version of their popular cookie. The cookie will resemble the Golden Oreo with the well-known flavor profiles of Sour Patch Kids like watermelon and strawberry and a colored filling. | Food Dive

3



## Velveeta Queso

Velveeta is launching their Velveeta Queso line in Queso Con Salsa, Queso Blanco, and Jalapeno varieties. This is the brand's first ready-to-eat format that will be available at retailers nationwide this month. | Food Business News

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## POWERADE SOUR

POWERADE announced the launch of its newest sports drink – POWERADE SOUR. The beverages come in three great-tasting flavors including Blue Razz, Watermelon Lime, and Green Apple. The beverages are available for a limited time only throughout the summer while supplies last. | BevNet

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## Totino's Breakfast Snack Bites

Frozen snack brand Totino's, known for their Pizza Rolls, are launching breakfast snack bites. The microwaveable snacks come in three flavors: pork shoulder bacon and cheese scramble, sausage and cheese scramble, and cheesy chorizo scramble. | Meat & Poultry

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## Gluten Free Chips Ahoy!

Mondelēz International is launching its first gluten-free Chips Ahoy! cookie. The brand said it created more than 40 recipes over 3,000 hours before landing on the final version reaching store shelves. | Food Dive

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## Spritz Society x Claussen Pickle

Following the current pickle hype, pickle-flavored spritz is back. The LTO was introduced last year and sold out in record time. It is now available in a larger 12 oz. can at 6% ABV and is available for \$50 per 8-pack. | BevNet

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## Starbucks Oatmilk Frappuccino

The bottled Starbucks Frappuccino® Chilled Coffee Drink are now available featuring oatmilk. The beverage is offered in two new flavors: Caramel Waffle Cookie and Dark Chocolate Brownie. | Starbucks

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## Oscar Mayer Stuffed Dogs

Just in time for grilling season, Kraft Heinz brand, Oscar Mayer released new Stuffed Dogs. The new product line features three flavors – Cheese, Jalapeño Cheddar and Chili Cheese. | Kraft Heinz Company

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## Walmart bettergood Private Brand

As part of Walmart's mission to make quality, great tasting food accessible for customers, the retailer announced its latest private brand innovation, bettergoods: a new elevated experience that delivers quality, unique, chef-inspired food at an incredible value. This is Walmart's largest private brand food launch in 20 years. | Walmart

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