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Liquid Death Hot Fudge Sundae Sparkling Water

Sparkling water brand Liquid Death has introduced a new sundae inspired flavor to their line. With only 20 calories, this new hot fudge sundae drink can be purchased from Amazon or at Van Leeuwen scoop shops. | Trendhunter; Liquid Death

2



Cinnamon Toast Crunch Bacon

Hormel and General Mills introduced their recent collaboration – Black Label Cinnamon Toast Bacon seasoned with “cinnadust.” The sweet and savory combination that features the classic taste from Cinnamon Toast Crunch Cereal will be in select Walmart and Kroger stores. | Food Business News

3



Atoria Mini Upcycled Naan

is a more environmentally friendly naan using upcycled flour. Atoria’s upcycled Naan claims to be the first of its kind in the market. This product retails for \$4.89 and can be found at natural food distributors, grocery stores and Atoria’s website. | Progressive Grocer

4



Beyonce SirDavis Whiskey

Beyonce has entered the whiskey market and will release a whisky called SirDavis in partnership with Moët Hennessy. SirDavis claims to have the notes of cherries, rye spice, and orange rind on the nose while having a berry-forward flavor profile with features of fresh mint sprigs, vanilla pod, and nutmeg. | Uproxx

5



Protein Candy

Protein Candy is launching in North America as the world’s first “super candy” with 14 grams of protein, four grams of sugar, six grams of fiber and only 140 calories. The candy is chewy and comes in flavors including Classic Fruit, Classic Fruit Sour, Berry Punch, and Tropical Punch. | TrendHunter; Protein Candy

6



Philosopher Foods Gut Nuts

Philosopher Foods launched a new healthy and gut friendly product – fermented and dehydrated snack nuts. According to Philosopher Foods, Gut Nuts are tangy, crunchy, and umami “sourdough nuts,” designed for gut health. They are offered as almonds or cashews. | Philosopher Foods

7



Gatorwine

is a new viral cocktail trend on Tiktok. It incorporates Gatorade with wine served over ice. By adding Gatorade to the wine, users claim it adds a new unexpected refreshing sweetness. The trend allows for a variety of flavors to choose from and endless customization for consumers. | Among Men

8



Leinenkugel's Lakewater Taffy

Just before the summer ends, Leinenkugel's has partnered with Taffy Kitchen to create a taffy that features Leinenkugel's Summer Shandy and Purified Great Lakes water. The taffy is made with the beer, but contains no alcohol by volume as it boils out during the cooking process. | Food Dive; Leinenkugel's

9



Good Foods Cranberry Jalapeno Dip

is said to be the perfect balance of sweet and spicy. The dip is full of flavor and can be used in charcuterie boards, on bagels, sandwiches and more. The brand’s site even mentions using it in Cranberry Jalapeno Hand Pies. | Good Foods

10



McCormick Pumpkin Pie Spice Turns 90

Just in time for fall, McCormick is celebrating the 90th anniversary of its pumpkin pie spicy blend that features cinnamon, ginger, nutmeg and allspice. The iconic spice is being celebrated through recipes, social and digital media content. [Learn more here](#) | McCormick

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