

ten things YOU SHOULD KNOW

OCTOBER 2023

1



Heinz Ketchup and Seemingly Ranch

After a recent Kansas City Chiefs football game, a tweet from a fan account included a picture of Taylor Swift “eating a piece of chicken with ketchup and seemingly ranch!” Within 24 hours, Heinz launched a campaign for the limited-edition sauce with only 100 bottles available for giveaway. | Food Dive

6



Hormel® Black Label® Apple Cider Bacon

This limited-time product combines the popular bacon brand with a trendy fall flavor for a sweet-and-savory taste that complements the season. Apple cider flavor has been identified by Datassential as a top 10 seasonal flavor around the globe. | PR Newswire

2



M&M's Halloween Rescue Squad

M&M's Halloween Rescue Squad is offering to help consumers whose candy bowl needs a refill on Halloween night. The Rescue Squad will deliver free M&M's to a consumer's door in under an hour through Gopuff. The candy company states, “The scariest part of Halloween? Running out of M&M's.” | M&M's

7



Mystery Flavored Fanta

Fanta's Halloween-inspired mystery flavor is the brand's second #WhatTheFanta drop. Just in time for spooky season, the zero-sugar offering is designed to trip up tastebuds with its “hauntingly delicious” flavor. It even temporarily turns consumers' tongues black to complement their costumes. | Coca-Cola Company

3



Sunnie Fresh Snack Packs

Sunnie, a Los Angeles start up, has introduced a fresh spin on lunchables with a range of refrigerated snack packs debuting in Target including a Flatbread Pizza Dipper and a Sunflower Butter and Jam Dipper. Each contains grain-free crackers formulated with cassava flour, avocado oil, flaxseed, coconut sugar and sea salt. | Food Business News

8



Tesla Releases Beer

Inspired by their highly anticipated Cybertruck, Tesla released a limited-edition CyberBeer and CyberStein set. The beer features notes of herb and spice and aromas of tea and citrus, and the design celebrates the angular exoskeleton of Cybertruck. Brewed by California based Buzzrock Brewing Co., the set comes with 2 beers and 2 steins and was priced at \$150. | Tesla, Food Network

4



Cheetos Pretzels

Frito-Lay's launch of Cheetos Pretzels enters the iconic cheesy brand into a new category. One side of the new snack is a regular pretzel while the other features the cheesy orange seasoning consumers know and love. The pretzels are available in two flavors: Cheddar and Flamin' Hot. | Food Dive

9



Ben & Jerry's Non-Dairy Ice Cream

Ben & Jerry's is reformulating its non-dairy recipe with an oat-based formula. The first flavor debuting -- Chocolate Chip Cookie Dough. According to the brand, fans can expect more flavor and a creamier texture with the same signature chunks and swirls in the reformulated non-dairy recipe. | Food Business News

5



Pumpkin Sticky Toffee Cakes

Trader Joe's released a new limited-edition product for fall. Inspired by traditional British sticky toffee pudding, the Pumpkin Sticky Toffee cakes have a soft moist texture, sweet toffee sauce, and pumpkin, cinnamon and clove notes throughout. Each pack comes with two cakes. | Trader Joe's

10



Panda Express' First Ever Dessert

To celebrate its 40th anniversary, Panda Express debuted its first dessert item: an Apple Pie Roll that features apples, fall spices and cinnamon sugar, wrapped in a crispy wonton wrapper. The dessert can be enjoyed on-the-go as a handheld treat. | Food Network