

ten things YOU SHOULD KNOW

January 2025

1



Progresso Soup Drops

Progresso Soup Drops contain the flavor of Progresso's Chicken Noodle Soup in a candylike format. The brand refers to this product as a "soup you can suck on," with flavors of broth, savory vegetables, chicken, egg noodles and parsley. | Food Dive, General Mills

2



Trader Joe's Spicy Chicken Nuggets

are made with all-natural chicken breast and rib meat. The nuggets are bite-sized and breaded with wheat, rice and corn flours, then covered in a cayenne-based hot sauce and lightly fried to a golden brown. The product is savory, tangy and spicy. | Trader Joe's

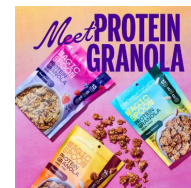
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Dirty Shirley RTD Beverage

Dirty Shirley is a RTD cocktail featuring vodka mixed with real cranberry juice, without red-dye 40, corn syrups, or artificial sweeteners. The beverage contains 150 calories, 9g real sugar and is gluten free. The brand offers Classic, Extra Dirty and Cherry Vanilla flavors. | Dirty Shirley

4



Magic Spoon Protein Granola

Magic Spoon expands into the snacking aisle with their new protein granola. The product features 13 to 14 grams of protein, 2 grams of sugar, 7-8 grams of fiber per serving and comes in four flavors: Honey Almond, Peanut Butter, Dark Chocolate Almond and Mixed Berry. | Magic Spoon

5



Cherry Flavor

Vogue Business reports cherry as one flavor and cultural aesthetic that will dominate in 2025. Cherry focused aesthetics have been popular with searches for "cherry vibe" up 325% and "cherry martini" up 80%. With this trend, there are many opportunities for brands to get inspired. | Vogue Business

6



Krispy Kreme x Pop-Tarts

Krispy Kreme and Pop-Tarts have partnered to launch three donuts inspired by Pop-Tarts including Pop-Tarts Frosted Strawberry, Pop-Tarts Frosted Chocolatey Fudge and Pop-Tarts Frosted Brown Sugar Cinnamon donuts. | Food Dive, Krispy Kreme

7



White Claw 0% Alcohol

Many brands are leaning into options for consumers participating in dry January this year. White Claw is launching White Claw 0% in the US which is designed to combine White Claw flavors including Black Cherry, Cranberry, Lime Yuzu, Peach Orange Blossom, and Mango Passion Fruit. | Bev Industry

8



MOSH Raspberry White Chocolate Crunch Brain Bar

MOSH launched a new limited-edition flavor: Raspberry White Chocolate Crunch. The new flavor contains 6+ brain ingredients that are found in the Signature Brain Blend. A portion of all MOSH proceeds support women's Alzheimer's research, advocacy, and awareness. | Food Industry Executive

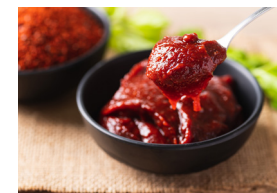
9



Sargento Seasoned Shreds

McCormick and Sargento collaborated to create Sargento Seasoned Shreds, pairing with McCormick brands including Frank's RedHot and Cholula. The line features products such as Sargento Frank's RedHot Cheddar, Colby Jack, and American Shredded Cheese with Cayenne Pepper Seasoning, and Sargento Cholula Queso Quesadilla and Asadero Shredded Cheese with Hot Sauce Seasoning. | All Recipes

10



Korean Flavor Exploration

Chefs in the U.S. have been exploring Korean flavors in recent years, providing adventurous flavors for diners and inspiration for brands. Consumers are becoming more curious about Korean 'jangs' like gochujang, doenjang and ssamjang that can add complexity to traditional Korean and fusion dishes. | Get Flavor

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