

# ten things YOU SHOULD KNOW

MARCH 2025

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## Simply Pop

A new juicy prebiotic soda has been launched by Coca-Cola. The soda is available in 5 flavors: Strawberry, Pineapple, Mango, Fruit Punch, Lime, and Citrus Punch. The beverage contains 6 grams of prebiotic fiber to support gut health, Vitamin C and Zinc and no added sugar. | The Coca-Cola Company

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## IHOP & Guinness World Record

Ahead of the 20th anniversary of National Pancake Day, IHOP will attempt to break the Guinness World Record for most pancakes served in a single eight-hour period – 20,000 pancakes. \$1 will be donated to Feeding America per pancake. | Marketing Dive

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## OLD BAY Bagel Chips

Cali Bagels company is planning to bring OLD BAY Bagel chips to hundreds of Giant Food stores this year. The product was launched in 2024 and features a bagel chip seasoned with the one-of-a-kind blend of 18 herbs and spices that OLD BAY fans know and love. | Baltimore Business Journal; PR Newswire

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## McDonald's Oreo® Shamrock McFlurry®

In February McDonald's launched a minty-sweet treat ahead of Shamrock Season. The treat is made with creamy vanilla soft serve blended with Shamrock Shake® syrup and OREO® cookie pieces mixed throughout. | McDonald's

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## Jimmy John's New Toasted Sandwiches

Jimmy John's is releasing three new toasted sandwiches: Chicken Bacon Ranch, Roast Beef & Cheddar, and Ultimate Italian. The chain gave out \$1 million worth of the sandwiches on March 4 via its app and website. | South Bend Tribune

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## Harry Potter Butterbeer Goldfish Grahams

Warner Bros. and Goldfish teamed up to create limited-edition Goldfish Butterbeer Flavored Grahams. The flavor features rich butterscotch and vanilla. The product is available for \$3.69 per bag for a limited time. | Taste of Home

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## Dave's Killer Bread Snack Bites

Dave's Killer Bread launched new organic snack bites that are "poppable and perfect for snacking." They are baked with organic nuts, seeds and grains and come in flavors such as Honey Nut, Bold Buffalo, Epic Everything, and more. | Dave's Killer Bread

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## TruMoo Moana Strawberry Banana Milk

Dairy Farmers of America and Walt Disney Animation Studios have collaborated to launch TruMoo Disney Moana Strawberry Banana Low Fat Milk. The limited-edition product contains 150 calories, 2.5g of total fat, and 11g added sugar. | Food Processing

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## Crystal Light Vodka Refresher

Kraft Heinz brings Crystal Light into the alcohol space with the launch of their new hard seltzer line. The refreshers contain 77 calories, making it the lowest-calorie RTD cocktail on the market and comes in flavors of Wild Strawberry and Lemonade. | Food Dive, Kraft Heinz

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## Sweetgreen Ripple Fries

Sweetgreen launched Ripple Fries nationwide this month to bring a signature side dish to their menu. The casual restaurant chain hopes to redefine fast food by bringing the crispy cottage chip to its menu. | Today Food

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