

ten things YOU SHOULD KNOW

April
2025

1



Alani Nu Sherbet Swirl Energy Drink

Alani Nu launched its Sherbet Swirl flavor this month. The beverage is described as being whipped with tangy orange, sweet raspberry, and zesty lime flavors with 200mg of caffeine. | Alani Nu

2



Crumbl Cookies Kardashian Collaboration

Crumbl Cookie collaborated with the Kardashian-Jenner family with the release of six brand-new cookie flavors. Cookie flavors varied from Kim's Snickerdoodle Crumb Cake Cookie to Kylie's Pink Confetti Sugar Cookie and Kourtney's Flourless Chocolate Cake. | Business Insider; Delish

3



Dunkin' Cotton Candy Donut

Dunkin' launches its spring menu which features a new Cotton Candy Specialty Donut filled with cotton-candy flavored buttercream topped with strawberry-flavored icing and blue sprinkles. The menu also features an Arctic Cherry Energy drink and Blueberry Sprinkle Munchkins. | Restaurant Business

4



Pepsi Zero Sugar Spring Flavors

Pepsi is bringing new spring flavors to the UK market including Strawberries 'N' Cream and Cream Soda. The flavors feature the base flavor of Pepsi Zero Sugar with sweet notes and are branded with eye-catching colors. | TrendHunter

5



Bionaturae Sourdough Pasta

Bionaturae Organic Sourdough Pasta blends the texture of semolina pasta with the fermented flavor of traditional sourdough bread. The unique sour taste allows the pasta to be served simply tossed in olive oil or butter and the fermented grains contribute to gut health. | Food Processing; TC Farm

6



Honey Stinger Peanut Butter Energy Waffles

Honey Stinger launches three new flavors in their Peanut Butter Energy Waffles: Peanut Butter, Peanut Butter Chocolate and Peanut Butter Strawberry. The product is designed to provide the ideal blend of nutrients for energy. | Honey Stinger

7



Honey Habanero Ruffles

Ruffles Honey Habanero flavor returns to stores for a limited time. Snacks.com says this chip hits all the right notes: sweet, salty, spicy and cheesy with flavors of habanero peppers, sweet honey, tangy tomato and cheesy seasoning. | Snacks.com

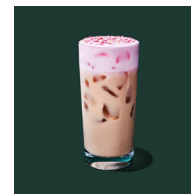
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Rice Krispies Treats® Bliss

Rice Krispies Treats Bliss bars feature the iconic marshmallow treat in two flavors: Chocolate Sea Salt Pretzel and Caramel Sea Salt Pretzel. The new product line is inspired by homemade creations of consumers and is intended to be a Rice Krispies Treat like never experienced before. | Kellanova

9



Starbucks Iced Cherry Chai

Starbucks' new Spring lineup features an Iced Chai Latte topped with a creamy cold foam with notes of cherry. The drink includes a crunchy pink topping and will be available for a limited time. | Starbucks

10



McDonald's Minecraft Movie Meal

features a Big Mac, medium fries and a soft drink "to power you up for when the mobs come out." Along with the meal, consumers will receive 1 of 6 collectibles available for a limited time at McDonalds. | McDonalds

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