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## Munchums

Mars Inc has created a whole new M&M candy variety, Munchums. This new product still comes in indulgent bite-sized pieces but has a crunchy baked shell, coated in chocolate, and a crispy center. M&Ms Munchums snacks come in two flavors, milk chocolate and salted caramel. | Best Products

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## Sunflower Seeds

Whole Foods states sunflower seed-based products are expected to rise and expand in 2022. While sunflower butter has been an alternative to nut butters for a while, there are new sunflower seed products coming to market. Here is a list of new products that are made with sunflower seeds: Sunscope Ice Cream, Fonio Pilaf, and The Herb Sunflower Cream Cheese. | The Kitchen

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## Lagunitas Hard Tea

The Lagunitas Brewing Company, known for their craft beers, created their first sparkling hard tea, Disorderly TeaHouse. This new hard tea is brewed with guayusa tea leaves that are handpicked from farmers in Ecuador and is described as slightly sweet and smooth with no bitterness. This tea is available in Yuzu Lemon Squeeze and Mixed-Up Berries flavors. | PR Newswire

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## Pepsi Maple Syrup Cola

Pepsi announced collaboration with IHOP this month on a limited-edition flavored cola, Maple Syrup Cola. This cola will not be sold at stores or at IHOP and it will only be available through a social media giveaway when consumers post a stack of pancakes and tagging #showyourstack and #PepsiSweepstakes. | Food & Wine

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## Fast Food Wedding Catering

With wedding costs growing every year, Mashed surveyed 598 people who would have fast food catered at their wedding. When asked what franchise they preferred out of Burger King, McDonalds, Chick-fil-A, Taco Bell, Wendy's and White Castle, over 51% all chose Chick-fil-A. Chicken sandwich popularity appears to be the driver for this landslide rating. |Mashed

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## Black Tea & Boba Dessert

Trader Joe's brought a new dessert to their shelves, Black Tea and Boba Coconut Non-Dairy Frozen Dessert. This new treat is made with a vegan coconut milk base, flavored with Assam black tea, swirled with brown sugar and mixed with pieces of tapioca pearls in every bite. | Trader Joe's

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## Frozen Bakery Rise

Resulting from pandemic and the heightened need for convenient options, frozen food sales have increased across the world. There has been 40% growth of product introductions to new frozen bakery and sweet bakery items since 2016. According to Mintel, 76% of US consumers seek easy-to-prepare foods at the grocery store which likely influence the rise of frozen bakery sales. | Mintel

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## Plant-Based Jerky

Beyond Meat and PepsiCo announced the unveiling of their first plant-based jerky product line this month. This new product is the first snack launched between the two collaborating companies and it will come in three flavors: Original, Hot & Spicy, and Teriyaki. | Food Dive

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## Frutas Frescas

Ocean Spray has expanded their offerings with a new fruit juice line called Frutas Frescas. This new line is formulated with fruit juice and has fewer calories and sugar than other juice drinks. They have multiple fruits per juice and come in the following new flavors: Cranberry Raspberry Pear, Cranberry Lemon Raspberry, and Cranberry Pineapple Passion Fruit. | Food Business News

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## Ü Relax

Ü Calming Co has launched a new, functional tonic beverage, Ü Relax Calming Tonic. This new beverage is formulated with herbs and shrubs like ashwagandha, chamomile and L-theanine and promotes mood-boosting and relaxation. Ü Relax comes in Mixed Berry and Pineapple options. | Food Industry Executive