

ten things YOU SHOULD KNOW

APRIL 2022

1



Pumpkin Seeds

According to Technavio, the global pumpkin seed market is projected to grow by 631 million dollars from 2019 to 2024. This growth is said to be driven by the health benefits that pumpkin seeds provide. Pumpkin Seeds are high in fiber, magnesium, potassium, zinc, and antioxidants and its qualities promote sleep and reduce heart disease. | PR Newswire

6



Less Water

Mintel has been tracking sustainable ingredients and trends and one trend is less water or waterless products. Thought of as the “anti-ingredient”, water is being removed from product formulation to offer environmental benefits like reduced carbon footprint, reduced food waste, and reduced water usage in manufacturing. | Mintel

2



Tamarind Sauce

Trader Joe’s released a new, globally used sauce to their shelves, Tamarind Sauce. This sauce can be described as a mix of sweet & sour flavor and is found in cuisines in India, the Philippines, and Mexico. This versatile sauce is used for dipping eggrolls, vegetables or appetizers and can also be used as a marinade for meats. | Trader Joe’s

7



Churro Milkshakes

At the Chicago White Sox’s stadium Guaranteed Rate Field, they are offering an out-of-the-box treat this baseball season, Churro Milkshakes. Along with the typical grub served at baseball games, you can now get a sweet cinnamon churro milkshake made with horchata accompanied with fried churro dough for dipping. | Chicago Tribune

3



Blueberry Muffin KitKat

Hershey has brought KitKat into the breakfast category with their new flavor, Blueberry Muffin KitKat. This new KitKat flavor adds berry flavors with batter and graham cookie chunks into their iconic chocolate bar and is said to taste like a freshly baked muffin. | Food Dive

8



Crunchy Bites

Bear Naked launched a new product line called Crunchy Bites. This new line comes in honey oat and chocolate chip flavors and promotes its clean label ingredients which offer 3 grams of plant-based protein per serving. | Food Business News

4



Dessert Eggos

Kellogg’s Eggo is rolling out two new waffle offerings with a dessert theme, Tiramisu and Strawberry Cheesecake Thick & Fluffy Waffles. The Tiramisu waffle is said to have notes of cocoa and roasted coffee while the Strawberry cheesecake option has strawberry chunks and taste just like cheesecake. | Best Product

9



Medicinal Mushrooms

Mushrooms have been trending for their medicinal benefits and Mashed has created a list of mushroom varieties to try and their benefits. With over 100,000 species of mushrooms in the world, Turkey Tail and Shiitake mushrooms are said to improve immune system health. Another medicinal mushroom that stands out is Lion’s Mane which supports brain health and cognitive function. | Mashed

5



Cracker Jill

In honor of women in sports, Cracker Jack announced their special edition popcorn, Cracker Jill. This special edition packaging has a series of five special bags that depict five different women to “celebrate the women who break down barriers in sports.” In addition to this packaging, Cracker Jack vows to donate \$200,000 to the Women’s Sports Foundation. | Food Manufacturing

10



Cinnamon Toast Crunch Spread

B&G Foods has announced the launch of their new Cinnamon Toast Crunch Creamy Cinnamon Spread. This new spread is designed to taste just like Cinnamon Toast Crunch Cereal but in a creamy texture. This product is encouraged to spread on fruit, toast, and topped on any baked goods. | Best Products