

ten things YOU SHOULD KNOW

August
2025

1



Kahlúa Dunkin' Caramel Swirl Cream Liqueur

is a permanent addition to the Kahlúa portfolio featuring the popular coffee liqueur and Dunkin's Caramel Swirl flavor. The beverage can be served chilled, neat or over ice. | Kahlúa, Dunkin'

2



Sour on the Rise

Sour launches are getting bolder. From flavor profiles in non-alcoholic drinks to sour candy and salty snacks, sour features are increasing. New research from Penn State also shows that 1 in 8 adults love intense sour flavors. | Mintel

3



Kraft Heinz Pizza Mac and Cheese

Kraft Heinz is introducing its newest mac and cheese flavor: Pizza. The limited-edition offering has savory notes of garlic and classic Italian spices and can be found at retailers nationwide. | Food Dive, Kraft Heinz

4



Oreo® Reese's Cookies and Reese's Oreo® Cups

combine two of the most popular brands in the snacking space. The brands note consumers have been asking for the flavor mashups. The cookies feature Reese's peanut butter creme and Oreo crumbs between two Oreo sandwich cookies while the cups have milk chocolate on the bottom and white creme on the top, with Oreo cookie pieces in the peanut butter center. | PR Newswire

5



Taylor Swift Album Virality & Food Launches

On the heels of Taylor Swift's album announcement, "The Life of a Showgirl" brands are jumping on any viral social opportunity or launch. For example, Panera is offering "The Loaf Story" meal available exclusively on their app, while Jersey Mikes posted about a "Showgirl Special" sandwich. Social media can be used to join in on the fun and intrigue consumers with related offerings. | Delish

6



Genius Gourmet Sparkling Protein

is a clear sparkling protein drink featuring 30 grams of protein, <1g carb, zero sugar and 130 calories. The drink is said to drink like a soda and has a light and crisp Blue Raspberry Lemonade flavor. | Genius Gourmet

7



Oikos Fusion

is designed to support muscle maintenance and digestive health for those striving to lose weight, including GLP-1 users. The beverage comes in three flavors, Strawberry, Mixed Berry and Vanilla, and features 23 grams of complete protein and 5 grams of prebiotic fiber. | Progressive Grocer

8



Vital Proteins Collagen & Protein Shake

Vital Proteins is launching its first ready-to-drink protein shake. The shake comes in a light chocolate flavor and contains 20 grams of protein and 11 grams of collagen peptides. | Food Dive, Vital Proteins

9



Trolli® and Mountain Dew® Collab

Trolli® and Mountain Dew® have teamed up to launch two limited-edition products, Trolli x Mountain Dew Sour Brite Crawlers® gummy candy and Mountain Dew Zero Sugar x Trolli Cherry Lemon, bringing the products to life in both chewy gummy candy and a refreshing beverage. | PR Newswire, Ferrarra

10



Van Leeuwen Guinness Ice Cream

is a limited-edition ice cream that comes in a 14-ounce pint. The two brands have collaborated to create the ice cream called "Lovely Day for a Guinness." The ice cream is Guinness flavored and features chocolate chunks mixed throughout. | Food & Wine, Guinness, Van Leeuwen

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