

# ten things YOU SHOULD KNOW

November  
2025



## 1 Cheetos Simply NKD™

PepsiCo is launching Simply NKD™, a reinvention of iconic Doritos® and Cheetos® flavors — the offering is made with no artificial flavors or dyes, and is completely colorless. Classic Cheetos and Doritos will still be available, but the brand promotes their new options with the same great flavor. | PepsiCo



## 2 Trader Joe's Thanksgiving Stuffed Popcorn

features the savory taste of this classic holiday side dish in a single bag of popcorn. It is seasoned with a blend of onion powder, celery seed, thyme, parsley, black pepper, and sage. | Food & Wine



## 3 Baskin Robbins Cosmic Themed Ice Cream

is a limited time offering crafted with a brownie batter ice cream infused with a chocolate icing swirl. It is packed with pieces of brownie and rainbow chips for a nostalgic treat. | Trend Hunter, Taste of Country



## 4 Pop-Tarts Protein

is a new range of Pop-Tarts that come in three flavors: Slammin' Strawberry, Boostin' Brown Sugar Cinnamon and Bumpin' Blueberry. The Pop-Tarts feature 10 grams of protein. | Trend Hunter



## 5 Coca-Cola Holiday Creamy Vanilla

is a new limited-edition flavor added to Coca-Cola's holiday lineup. The innovation blends the familiar flavor of Coca-Cola with rich creamy vanilla notes that are said to capture the spirit of the holiday season. | FoodBev Meda, Walmart



## 6 Wicked Pillsbury Cookies

Pillsbury launched ready-to-bake Wicked cookies just in time for the release of the movie Wicked for Good. The cutout shapes feature Glinda's crown and Elphaba's iconic witch's hat. | Pillsbury, Target



## 7 Oreo Thanksgiving Cookies

Oreo is offering a limited-edition line of flavors called the Oreo Thanksgiving Dinner Inspired Cookies which are said to reimagine classic holiday flavors. The cookies are covered in fudge and are infused with one of six flavors: Turkey & Gravy, Sweet Potato, Cream Corn, Apple Cream Pie, Pumpkin Pie, and Cranberry Sauce. | USA



## 8 Icee x No Cap!

Icee is entering the grocery aisle with a new soda collab with the better-for-you brand No Cap. The beverage, launching in January, will be an electrolyte-infused soft drink with zero sugar, zero caffeine and no calories. | Food Dive



## 9 Kraft Apple Pie Mac and Cheese

Features a sweet and savory combination of two classic flavors. The limited-time offering is available only through Walmart's website. The unique product launch comes as more consumers, especially young shoppers, look for new and novel flavors. | Food Dive, Kraft Heinz



## 10 Frank's x Taco Bell

Taco Bell has paired up with Frank's RedHot for their Frank's RedHot Diablo sauce menu. The sauce combines Taco Bell's Diablo Sauce with Frank's RedHot sauce and spicy ranch for a creamy, spicy, and slightly smoky flavor. The menu includes a burrito, soft taco, nacho fries, and chicken strips. | Food Republic

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