

# ten things YOU SHOULD KNOW

May  
2025

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## Utz Lemonade Chips

Utz is collaborating with Alex's Lemonade Stand Foundation to launch a Lemonade Potato Chip just in time for summer. The chip features a nostalgic sweet and tart taste of lemonade with the crunch of potato chips. | Food Dive

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## Vita Coco Piña Colada Coconut Juice

Vita Coco introduces its newest flavor of Coconut Juice: Piña Colada with pulp. The beverage blends juicy pineapple flavors and hydrating coconut water with coconut pulp. It is said to deliver a "vacation-in-a-bottle feeling." | Food Industry Executive; Vita Coco

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## Kar's Nuts & Dunkin' Trail Mix

Dunkin' collaborates with Second Nature Brand's Kar's Nuts on the launch of two new trail mixes, Caramel Cold Brew and Frosted Donut with Sprinkles. The products contain a blend of roasted, salted and butter toffee peanuts as well as almonds coated with coffee or frosted donut flavors. | Food Dive

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## Trader Joe's Buffalo Ranch Popcorn

Contains fluffy popcorn popped in coconut and sunflower oils seasoned with a bold, Buffalo Ranch seasoning. The flavor is said to be herby and tangy with buffalo-style heat and creamy-ranch coolness. | Trader Joe's

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## Trü Frü Milk Chocolate Peanut Butter Banana Frozen Treats

Trü Frü's newest addition is a sweeter, milk chocolate twist on their Dark Chocolate Peanut Butter Banana treats. The product is made with clean and simple ingredients and is hyper-chilled at peak ripeness to lock in natural taste and nutrients. | Food Industry Executive; Trü Frü

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## Wonder Brand Expands into Sweet Treats

Bread Brand Wonder Brand launches its Wonder Snack Cakes line with 11 different items. The line includes crème-filled confetti cakes, glazed honey buns, crunch donuts, pecan cinnamon twists, and more. | Food Processing

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## LIGHTSTRIKE Hard Refreshers

are the first ever non-carbonated hard refresher made with coconut water and sea salt. The product contains 5% alcohol, is made in a resealable bottle for on-the-go action and comes in Lemon Lime and Orange Mango flavors. | LIGHTSTRIKE

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## MrBeast & Jack Links

are partnering to create a line of beef jerky and meat snacks set to debut on shelves this fall. The collaboration features multipacks with individual-sized portions of Turkey, Teriyaki and original jerky and meat snacks catered to Gen Alpha and Gen Z. | Food Dive

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## FDA Approves 3 Food Colors from Natural Sources

The FDA announced it granted three new color additive petitions that will expand the palette of available colors from natural sources for manufacturers to safely use in food: Galdieria Extract Blue, Butterfly Pea Flower Extract for a blue color and Calcium Phosphate for a white color. | U.S. Food & Drug Administration

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## Thomas' High Protein Bagels

are available in Plain and Everything flavors. They contain a plant-based blend of soy protein isolate, pea protein isolate, and fava proteins. They product contains 20 grams of protein each. | All Recipes

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