

ten things YOU SHOULD KNOW

October 2025

1



Heinz Mayo Halloween

Heinz has launched a limited-edition mayonnaise in time for Halloween. The product features a black mayonnaise with black garlic available for purchase in Brazil. | LinkedIn, Facebook

2



Cherries Continue Trending

Cherry flavors continue to be of interest for consumers. And as U.S. grown tart cherries are available year-round in a variety of forms, there's lots of opportunities for developers in their innovations. | Cherry Board, Food Dive

3



M&M's Pop'd

M&M's Pop'd Caramel is a new offering that features a light, crispy texture. The product freeze-dries the original caramel M&M to remove moisture for a new textural experience in each bite. | All Recipes

4



Ortega Cheez-It Taco Shells

Mexican food brand Ortega is teaming up with Cheez-It to launch Cheez-It flavored taco shells. The product fuses the crunch of a classic Ortega Hard Taco Shell with Cheez-It's cheesy flavor. | Progressive Grocer

5



Doritos x Stranger Things

With the final season of Stranger Things releasing, Dorito's launched a new limited-edition product: Doritos Collisions: Stranger Pizza x Cool Ranch. The brand will also have Stranger Themed packaging for four other flavors. | Fangoria, PepsiCo

6



Nerds Juicy Gummy Clusters

Nerds launched Nerds Gummy Clusters which are double the size of a normal cluster and contain a juicy center. The innovation will soon roll out to national retailers in a Strawberry Punch flavor. | PR Newswire

7



Starbucks Coffee & Protein

Starbucks launched its protein focused menu offerings that feature up to 36g protein in a grande sized drink. The offerings range from an Iced Banana Cream Protein Matcha to a Chocolate Cream Protein Cold Brew, Vanilla Protein Latte and more. | Starbucks

8



Angry Orchard x Jason Universe

Angry Orchard released their glow-in-the-dark Angry Orchard Thriller Pack with Halloween treat-inspired ciders, and a limited-edition Jason Voorhees Blood Orange can. The pack also comes with Berry Bewitched, Cinnful Apple and Headless Pumpkin Flavors. | Angry Orchard

9



Walmart to Remove Artificial Dyes

Walmart announced it would remove artificial dyes and 30 other ingredients by 2027 from private label brands. This shift is made as regulations continue to evolve, and consumers pay closer attention to ingredient lists to prioritize their health. | Walmart

10



Kit Kat Counts

Kit Kat released a new shape for Halloween 2025. The chocolate brand will sell vampire-shaped Kit Kat Counts this season. The offering contains a single wafer that is roughly double the size of one in a mini Kit Kat. | Food Dive, Hershey

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