

10 Things you should know

April 2026



1

Popsicle® Hard Variety Pack

delivers the classic Popsicle® flavors we all grew up with plus a 5% ABV kick, coming in Hard Cherry, Hard Orange, and Hard Grape.

- Popsicle Hard



2

Dippin' Dots in the Grocery Aisle

Dippin' Dots will release multipacks featuring three flavors: Cookies 'N Cream, Chocolate Chip Cookie Dough, and Ultimate Brownie Batter.

- USA Today



3

Vital Proteins Collagen Sparkling Water

comes in Strawberry Blossom, Lemon Lime and Blood Orange and features collagen peptides and vitamin C for skin, hair and nail support.

- Vital Proteins



4

Sour Patch Kids Glow-Ups Eggs

return this year featuring black-light-reactive edible confetti for a glowing experience.

- Snack and Bakery



5

Gopuff Expands Into Private Label

With increased interest in private label brands, Gopuff launches Crave Shoppe, a private label brand dedicated to indulgent baked goods and snacks for the Gopuff customer.

- GoPuff



6

Barebells Protein Milk Drinks

feature 24 grams of protein in an 11oz can and comes in Chocolate, Vanilla and Berry flavors. It's said to be indulgent yet fits into an active lifestyle.

- Barebells



7

Pop-Tarts Super Stuffed

offers 50% more filling than the traditional Pop-Tart, a highly requested innovation from consumers. It will be available in Strawberry Blast, Molten Lava cake and Cinnamon Caramel.

- Food Dive



8

Sun Cruiser White Tea

is made with real white tea and premium vodka. Features flavors including Peach, Berry Hibiscus, Passionfruit and Blackberry.

- Total Wine



9

Quaker Protein Granola

launches in two flavors: Mango & Passionfruit and Chocolate Brownie with Salted Caramel. The product delivers around 22g of protein per 110g.

- Food Bev Media



10

HAPPi Pistachio Crunch Easter Egg

features a balance of sweet, nutty notes and crisp texture in a plant-based chocolate. Featuring pistachio and Kanafe, the egg is inspired by the Dubai chocolate trend.

- Happi