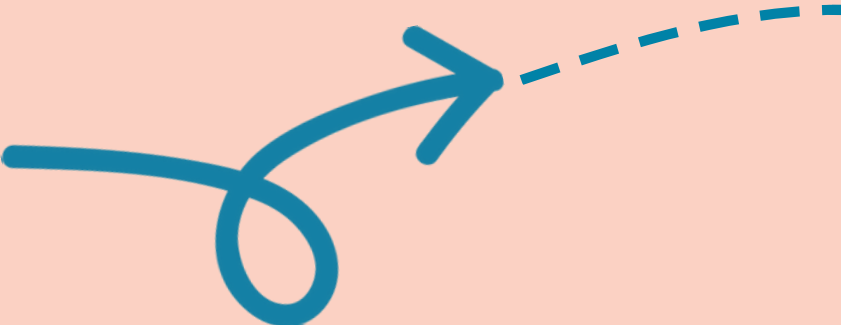


4.0 APRIL EDITION



JUICY NEWS



1



BUTTER BUT WAY BETTER

Butter, a category that's received very little love however ripe for innovation. As Julia Childs once said, 'with enough butter, anything is good'. Churn is amongst a few emerging brands playing in this category of flavoured butters, with flavours like Miso, Black Truffle or Maple & Cinnamon whether spread on toast or used in culinary concoctions it will make a chef out of us all.

2



WAVE BYE TO PERIOD PAIN

Wave bye to menstrual pains with preventative medication. Wave Bye has both a supplement option or medication, however both are delivered in blister packs with a schedule based on your cycle to deliver maximum efficacy. Waves mission is to deliver a better Period experience, with products that through their very usage provide education about the menstrual period.

3

KERRY LAUNCHES A NEW CATEGORY

Kerry Dairy have landed the first wave of a category first blended dairy and oat products. Capturing the consumer who might be driven by ethical, environmental or health reasons, but not quite ready to compromise on taste. "The Smug Dairy portfolio has 40% less saturated fats and saves up to 54% less CO2e emissions per kilogram than traditional dairy, without any compromise on the rich and creamy taste that consumers love".

4



NEXT-GENERATION COFFEE PODS

Coffee is not slowing down and neither is technology advances in coffee machines to make that perfect brew. However coffee pods single handily contribute to 576,000 tons of waste every year, that's over 57 Eiffel Towers. Headway is being made in recyclable or compostable pods, this isn't new news, its reported that only 37% actually get recycled in the US. Keurig have announced a new fully compostable pod and machine set to launch in 2025, the difference being that the coffee is shaped into a puck with an almost invisible cellulose coating meaning, other than the coffee grounds, there is zero waste.

5



MEET MATÉ, THE NEW MATCHA

Over the last year we have seen Yerba Mate elbowing its way into the mainstream, however unlike matcha which is predominantly drank like a latte, Yerba mate is popping up in the RTD category allowing for a much more accessible product. Plus Lionel Messi likes to swig on a can for that natural caffeine hit. Mate Party hit the shelves this year and we love that its female owned, has fun branding and natural ingredients.

6



PEANUT BUTTER AGAVE SPIRIT

Chica~Chida is a new smooth buttery agave spirit made with an allergen free peanut extract in Jalisco, Mexico. Piermont Brands have launched the spirit alongside the media personality Caleb Pressley with the ambition 'to bring some fun to an otherwise serious industry'.

7



HEINZ POKES FUN AT HAILEY BIEBER

Its normally smaller brands who are quick off the mark with news jacking, not needing to jump through hoops to sign off on campaigns. However it was Heinz riding on the heels of the viral Rhode lip gloss phone case when they posted a fun alternative for the ketchup lovers out there.

8



COFFEE PASTE FOR THE OUTDOORS

Swiss brand No Normal Coffee have managed to pack 25 espressos worth of coffee into a fully recyclable tube. Not for just people on the go, but specifically for the outdoorsy types. Just add hot water or milk for a perfectly brewed coffee by the campfire.

9



THE RETURN OF CAFE PATRON

Three years ago Bacardi decided to discontinue the popular Patron XO, citing 'protecting the production of Tequila' as their reason. We have a sneaky suspicion that it was also perhaps in a bid to elevate the brand and (quite rightly) move away from shot culture. Either way, after absolute uproar and a petition from thousands of disgruntled fans, Bacardi have bought it back for a limited release. Stock up before its gone again!

10



THE BEST APRIL FOOLS PRANKS

Monday saw a huge stampede of brands hoodwinking us into thinking their vile concoctions were real products hitting the shelves. Cadbury's launched the Straightywaity, an alternative to the Curlywurly, Krispy Kreme launched Glaze in a Jar and Heinz launched a toning Ketchup shampoo. Here's our round of some of the best to the downright disgusting!