

11.0 NOVEMBER EDITION



# JUICY NEWS



# 1 MEALS MADE SIMPLE

We all love convenience—there’s no denying it—but we’re not talking about microwavable TV dinners. This is about taking convenience to the next level, empowering you to create restaurant-quality meals at home with ease. Enter [Birra pods](#): think of them as the next evolution of the classic stock cube, but with a twist. Instead of just adding flavour to a dish, these pods are packed with all the essential herbs and spices needed to create a rich and flavourful Birra. It’s an innovation that simplifies cooking, offering a pantry-friendly, healthy, and cost-effective solution that transforms your meals effortlessly. Stock cubes may not be new, but innovations like this are paving the way for a more inspired, flavourful home-cooking experience.



# 2 STAY CUTE & HYDRATED

Hydration trends are still going strong, and here’s a fresh, all-natural option that’s making waves. Straight from the lush groves of Thailand, [Cocobear](#) coconuts bring you hydration with peak freshness now available at Whole Foods and Erewhon. But it’s more than just a refreshing drink- once you crack open the coconut, you can also enjoy the tender, hydrating flesh as a nourishing snack. Not cheap but very luxe, and we all know luxury snacks are on the rise!

# 3 GOING NUTS FOR LUXE

Snacking has become a full-on vibe, but let’s be honest—nuts have often been, well, uninspired, with the occasional “smoked chili flavour” at best. Enter [Wanderlands](#), a game-changer in the world of snack mixes, with bold, adventurous flavour profiles like their “Into Snowy Woods Snack Mix.” Imagine hints of smoky lapsang souchong tea, wintry black cardamom, and zesty yuzu, all layered with earthy beet chips. This mix combines roasted New Mexico estate-grown pecans, puffed fava beans, pepitas, black sesame seeds, and a medley of aromatic spices. It’s an absolute mouthful, but a tasty one at that!



# 4

## TROLLI GUMMY ICE POPS

Is it an ice-pop or a gummy candy? Well, it's actually both! Trolli's latest innovation is set to shake up the frozen aisle with their new ice-pop sweets. Available in two delicious flavour combos—Cherry Lemon and Grape Strawberry—these treats combine the chewy texture of a gummy with the refreshingly cool experience of an ice-pop. Best of all? They won't melt like traditional frozen treats. We're excited to give them a try and savour this playful new snacking experience!



# 5

## SHAKE UP YOUR MARTINI

It's a category primed for a boom, and Coffee Mate is seizing the moment with their latest innovation: Coffee Mate for Cocktails. Designed specifically for espresso martinis, these alcohol-free creamers let you take your cocktail game to the next level. Just add a splash to your usual espresso martini mix, and you'll have a perfectly creamy, frothy concoction that elevates your favourite drink. Can we buy shares in Coffee Mate? asking for a friend.



# 6 REGIONAL FLAVORS ELEVATE COOKING



The focus on regionality in food and drink is rapidly gaining momentum. We're no longer just making Italian cuisine; we're diving into the rich, specific flavors of Tuscany. This trend extends to ingredients, with niche herbs and spices increasingly becoming mainstream. Enter [50Hertz](#), offering an impressive range of Sichuan peppercorn products, available both whole peppercorns and in oil format. It's a fresh and bold innovation that perfectly taps into the growing demand for authentic, regional flavours—and we're confident that combining regionality with spice is bound to be a winning combination.

# 7 SINGLE SERVE INDULGENCE

Desserts are having a major moment, and the category is ripe for innovation, especially in convenient, single-serve formats. Brands like [WonderMonday](#) are leading the charge, delivering indulgent treats that cater to today's health-conscious consumer. With just 2g of sugar, 11g of protein, and only 3g of carbs, these desserts are more than just a sweet indulgence—they're almost functional foods designed to fit perfectly into your macro goals.





# 8 SHAKE YOUR PLANTS KOMBUCHA

Just when we thought the kombucha craze had peaked, [Shakeyourplants](#) reinvents it with their innovative single-serve sachets of powdered kombucha. Simply add to water or blend into smoothies to give your gut a boost of microbiome diversity. Each sachet delivers an impressive 1 billion CFUs, formulated to help alleviate bloating, brain fog, skin issues, and cravings, while also supporting immunity. It's kombucha made effortless, portable, and packed with powerful benefits—perfect for wellness on the go.



# 9 TALLBOY HYDRATION

The RTD (ready-to-drink) market is undeniably crowded, with store chillers overflowing from major blue-chip brands to indie start-ups. So, how do you stand out in such a packed category? In the UK, tall-boy cans (440ml) remain relatively untapped, offering a prime opportunity for something fresh. Enter [Yew](#), a new wave of hydration that's perfectly poised to disrupt the scene. Free from anything artificial, Yew drinks are subtly flavoured with natural ingredients, delivering a refreshing twist on sparkling water. So, next time you're tempted to grab a basic (and plastic) bottle of water, reach for a tall, eco-friendly can of Yew and hydrate in style.



# 10 SPLITTING THE 'H'

According to YouGov, Guinness ranks as the second most famous Beer & Cider brand, and if you're a fan of the iconic stout, you're probably familiar with the challenge of "splitting the G." It's all about taking a bold gulp and aiming to line up the division between the rich stout and its creamy head perfectly in the middle of the "G" on the Guinness logo. Inspired by this tradition, Jeremy Clarkson has put his own spin on it in the Cotswolds. Patrons at The Farmer's Dog can now attempt to "split the H" with their local stout, adding a playful twist to their drinking experience.

# THE DEBRIEF

NOVEMBER 2024

JOIN US ON **NOVEMBER 12TH** FOR OUR LIVE WEBINAR CO-HOSTED BY CHLOE GORDON OF THE DIELINE AND GRACE BRYAN OF JUICY BRICK. THIS FREE, 45-MINUTE SESSION WILL DIVE DEEP INTO THE DYNAMIC WORLD OF CPG TRENDS WITHIN DIFFERENT HYPER-SPECIFIC CATEGORIES. THE FIRST TOPIC TO BE DISCUSSED IS THE WORLD OF **BREAKFAST**. SIGN UP VIA JUICY BRICK LINKEDIN.

