

UNICORNS



Unicorn Froot Loops by Kellogg's

Launched as a limited edition at the beginning, the Unicorn Froot Loops cereals released by Kellogg's are now one of the many permanent products of the brand. Perfect for all cereal lovers!
Launch en 2018 in France, in Europe and in the USA.



Lovelicornes by Haribo

Haribo, known worldwide for its famous gummy candies, has released in France « Lovelicornes » gummies. The tempting treats come in original shapes (unicorns, rainbows...) and in unconventional flavours (strawberry ice cream, candy apple, bubble gum...).

Launch in 2019 in France.



Ritter Sport Unicorn

The German chocolate brand Ritter Sport has launched a limited-edition unicorn chocolate bar. A glittery white chocolate bar with yogurt and raspberry cassis rainbows. Big success for this launch thanks to an impressive social media hype!

Launch in 2017 in Germany.



Nestle Toll House Unicorn

The latest product from Nestlé Toll House also rides the unicorn food trend. The brand has released unicorn morsels (pink and blue) that can be added to various desserts and cakes (cookies, brownies...).

These baking chips will be perfect for all your favourite recipes.

Launch in July 2019 in the USA.



Unicornetto by Wall's

The famous ice cream cone brand (Cornetto) by Wall's has launched a new cone called the « Unicornetto ». The colorful cotton-candy flavoured ice cream is just magical! It is one of the most Instagrammable ice cream.

Launch in 2018 in Malaysia, in Indonesia, in Thailand and in Singapore and then in 2019 in Europe.





Mermaid Froot Loops by Kellogg's et Mermaid Cereals by General Mills
In Australia, Kellogg's launched last March Mermaid Froot Loops cereals in limited-edition. One of its main competitor also launched a similar product in June. Indeed, General Mills unveiled Mermaid cereals. The two boxes feature a mermaid with purple hair and fruit-flavoured cereals.
Launch in Australia in March 2019 for Kellogg's and in June 2019 for General Mills.



Smarties Mermaid Edition by Nestle
After introducing Llama and Unicorn Smarties, Nestle launched last month in the UK Smarties Mermaid Edition.
The candy-coated chocolates come in yellow and pink coloured shells.
The perfect treat for summer!
Launch in the UK in July 2019.



Hostess Mermaid Cupcakes, Little Debbie's Shimmering Mermaid and Mc Vitie's Mermaid cake bars
In the USA, Hostess released mermaid cupcakes with a creamy filling in May. In July, Little Debbie also launched a mermaid-themed product. Little Debbie's new shimmering mermaid cakes consist of a two-layer white cake with a purple creme filling.
In the UK, Pladis released Mc Vitie's mermaid chocolate cake bars.
All these products are limited-editions.
Launch in the USA (for Hostess and Little Debbie) in May/July 2019 and in the UK for Mc Vitie's in July 2019.





Vahiné sugar decorations

Vahiné, french actor in baking aids, has launched lama sugar decorations in limited-edition. These sugar decors are perfect for decorating cupcakes , cake pops and cakes. With no artificial flavours and conservatives.

Launch in France in 2019.



Smarties Llama Limited-Edition

After « Unicorns » last year, Nestle launched in the UK in March Smarties llama limited-edition. The products come in 38 gram tubes and in 105 gram sharing bags (4 different packagings with funny names: Fabullama, No Problama, Llama Queen and Spectacullama). The colorful packagings put the emphasize on the lama.

Launch in the UK in March 2019.



No Drama Lama Ice Creams

In Switzerland, Lusso has launched funny ice creams called “No Drama Lama”. It is a cheesecake, raspberry and salted caramel flavoured ice cream with a lama shape.

Launch in Switzerland in 2019.

