

Food launches in the world



January 2026



FIX Dessert Chocolatiers launches two new flavours

Dubai's most famous chocolate brand has added two new flavours in its chocolate bar range : "Honey I'm Comb" and "Jam or Go Nuts".

The two new products were launched in a preview during the temporary pop-up store of the brand at Museum of the Future (from January 2 to 11). The products are now available on Careem.



Confiture Parisienne unveils a spread inspired by the “galette des rois”

The artisanal house Confiture Parisienne has unveiled a spread inspired by the famous “galette des rois” featuring almonds, hazelnuts, vanilla and white chocolate.

And who says galette says “fève” !
A porcelain one is hidden inside the jar.



Creations by AlHallab releases “A Bit of Everything”

The Dubai brand Creations by AlHallab releases “A Bit of Everything”, a unique premium chocolate bar combining dark, milk, white and blond chocolate. After all, why choose one kind of chocolate when you can satisfy all your chocolate cravings in a single bar ?



Idalia broadens its chocolate-coated frozen fruit bites range

Following its frozen chocolate-coated raspberries, the Montpellier-based brand Idalia expands its range with frozen bananas coated in hazelnut spread. A deliciously indulgent treat in every bite, crafted by Gérard Cabiron, Meilleur Ouvrier de France.



A new plant-based egg alternative for Yumgo

The French disruptive brand Yumgo unveils an easy to prepare plant-based powder mix for egg-free omelettes, scrambled eggs and tortillas, An innovative plant-based solution to the current egg shortages in France .



KoRo x AltroFood launch pea-protein burger mixes

For this Veganuary, Koro teams up with Altrofood and launches two co-branded vegan burger mixes with 70% pea protein.

A simple, clean, tasty and committed plant-based alternative.

Available exclusively on the Italian KoRo online store.

SEED OIL FREE

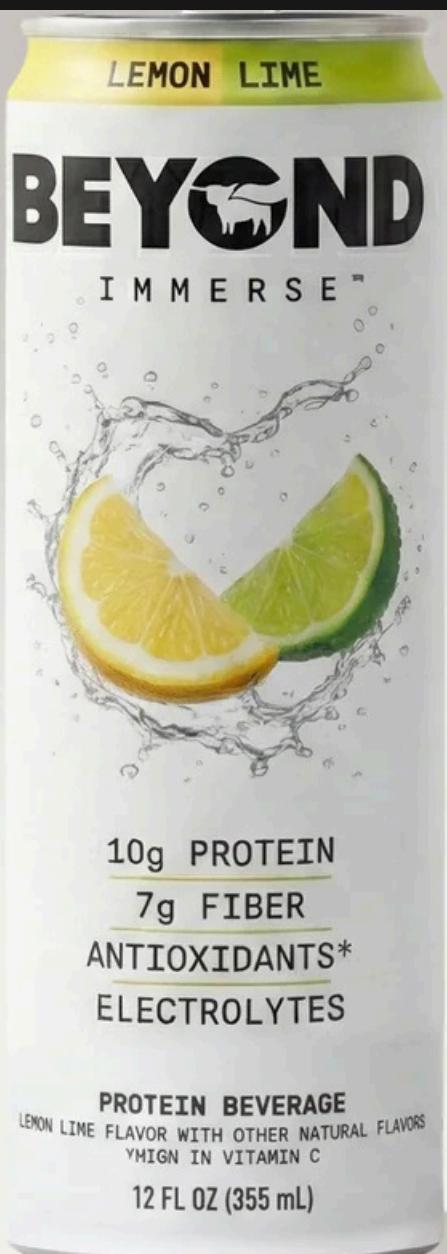
USA 



Graza releases a new line of mayonnaise and aioli

The Brooklyn-based brand Graza expands beyond the olive oil aisle and enters the condiment aisle with a range of mayonnaise and aioli available in squeeze bottles and glass jars.

A notable entry of this new insider into a rapidly evolving US market, driven by premium and innovative brands (such as Ayoh by Molly Baz and Chosen Foods)



Drink What *Plants* Can Do

Protein,
Electrolytes
And Fiber



Beyond Meat enters the functional beverage market with Beyond Immerse

Beyond Meat accelerates its expansion beyond meat alternatives and releases Beyond Immerse : a sparkling protein drink combining pea protein, fibre and electrolytes.

The range includes three flavours : peach mango, lemon lime and orange tangerine.

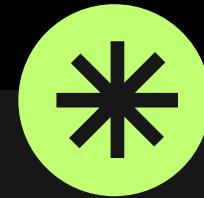
Beyond Immerse is available for a limited time, exclusively through Beyond Test Kitchen.



A new flavour in Wholey's frozen smoothie bowl range

The Berlin-based startup Wholey expands its smoothie bowl range with a new frozen matcha smoothie bowl.

Designed to meet the expectations of consumers' looking for convenience and natural ingredients, the product is perfect for healthy breakfasts and breaks.



Menguy's expands its range with a protein peanut butter

The French brand Menguy's rides the protein trend with the launch of a protein-enriched peanut butter. The recipe is short and with only two ingredients : peanuts and pea protein.

Made in France and with a Nutri-Score A. Available as a preview exclusively at Carrefour.



Khloud expands its protein pop corn range

Khloé Kardashian's better-for-you snack brand Khloud launches two new pop corn flavours : cinnamon roll and truffle/white cheddar. The new products complement the three other products in the range.

With 7 grams of complete protein per serving, the products are seed-oil free, gluten-free, non-GMO and with no artificial flavours.



Turtle unveils a new protein range

The Belgian brand Turtle, which offers organic, clean, and indulgent breakfast products (with porridges, cereals and granolas), now enters the protein cereal segment with two new products.

Rich in protein and fiber, gluten-free and low in sugar or with no added sugar according to the product, the range is perfect for a healthy breakfast !

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The image shows a laptop and a smartphone side-by-side. The laptop screen displays the homepage of the website www.marketingnewsandmore.com. The website has a dark background with large white text that reads "MARKETING NEWS & MORE". Below this, in smaller white text, it says "LE BLOG DES ACTUALITÉS FOOD MARKETING ET BIEN PLU..." and "ENCORE!". At the bottom of the laptop screen is a search bar with the placeholder text "Recherche...". The smartphone screen shows a grid of food-related images, likely from an Instagram account, with a green asterisk icon in the top right corner of the phone's display.