

Food launches in the world



April 2026

Bret's disrupts the snack aisle with sweet crêpe chips

The French brand Bret's redefines snacking norms and reinvents Breton-style indulgence with its **new range of sweet crêpe chips**.

With this disruptive innovation, the brand offers a **new way of snacking** at any time of day !

Available in four flavours (plain, red berries, lemon butter and salted butter caramel), the range breaks with traditional snacking codes and enters a **new aisle** : the **sweet biscuit section**.



Pringles unveils heart-shaped chips in limited edition in South Korea

Pringles unveils “heart minis rose”, a limited-edition release in South Korea that blends desirability with strong Instagram appeal.

Crafted to stand out, these heart-shaped chips, infused with rose and vanilla flavours, reinvent the snacking experience with a pop, romantic, and ultra-desirable twist.

Their format and limited availability make them the perfect product to gift, share or treat yourself to.

To generate buzz, the brand took to the streets of Seongsu-dong on April 18th (just a few days after “Black Day”, the singles’ holiday) for an exclusive sampling campaign.



Gavottes reinvents indulgence with crispy chocolate creations

The Gavottes brand takes advantage of its **new visual identity** to introduce chocolate innovations.

Among the brand's **new products** are **chocolate “rochers”** made with crêpes dentelle.

These rochers combine the iconic crispiness of Gavottes crêpes dentelle with the richness of chocolate. The products can be enjoyed with coffee or as an afternoon snack and they are easy to take anywhere for a crispy break.

With this new release, **Gavottes reaffirms** its unique expertise and **its ability to reinvent itself while remaining true to its heritage.**



Lindt Germany broadens its Tokyo Style chocolate range with a seasonal flavour

After its Tokyo Style matcha strawberry chocolate bar, Lindt Germany continues to take us on a journey to Japan but this time highlighting new flavors and celebrating spring (with the famous « Hanami » in Japan).

The brand unveils the **Tokyo Style matcha Sakura bar**, a white chocolate creation that combines ceremonial-grade matcha, sakura blossom essence, fruity cherry pieces and crunchy roasted genmai rice.

With this new release, **Lindt Germany continues its exploration of flavors.**

The product is available in limited edition.

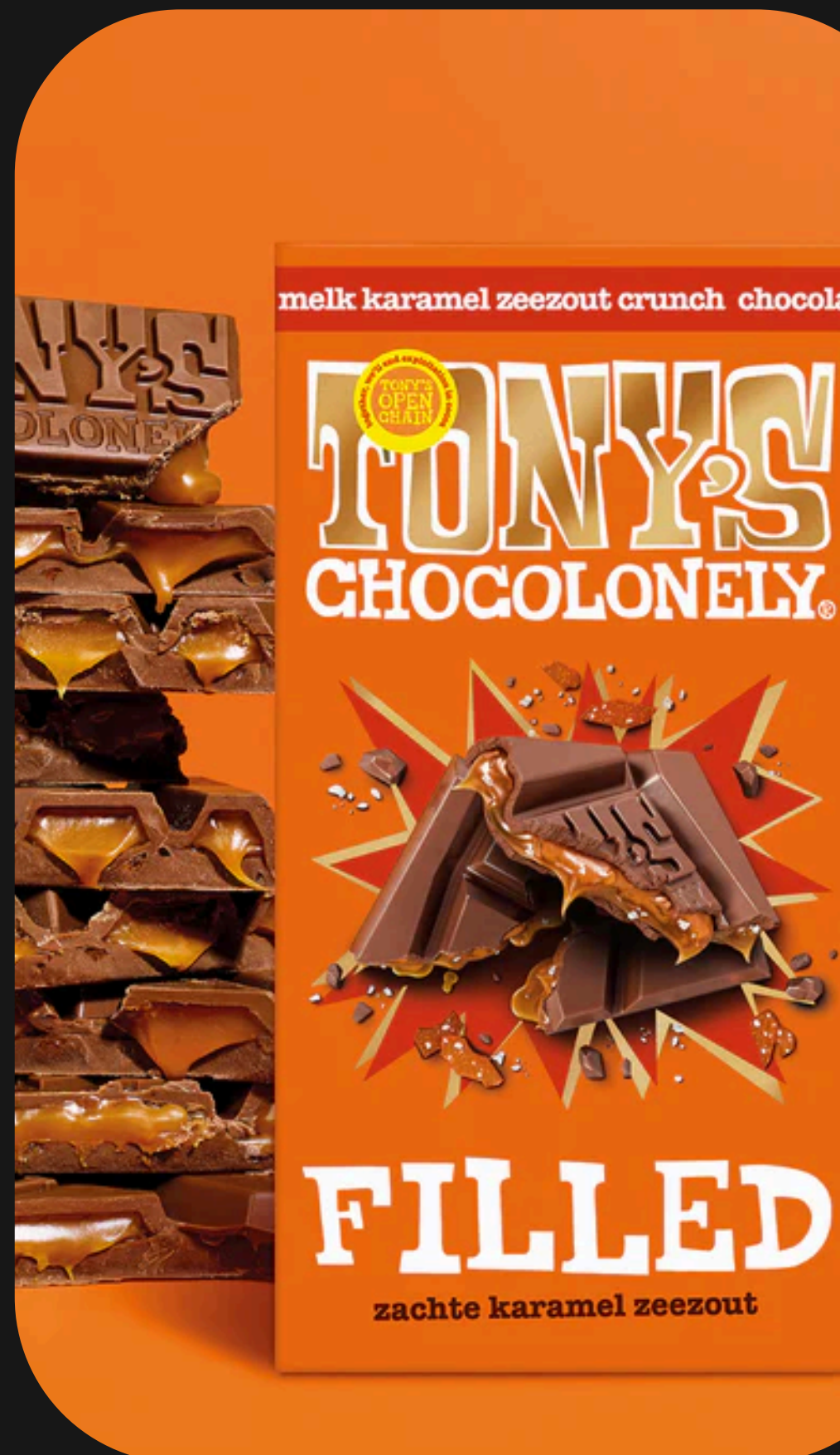


Tony's Chocolonely introduces filled chocolate bars

The Dutch chocolate brand **Tony's Chocolonely** expands its portfolio with the launch of **Filled**, its **first-ever filled chocolate bar range**, responding to consumers' demand for **multi-texture treats**.

The range includes three variants : milk caramel sea salt with crunchy caramel pieces, milk hazelnut praline with roasted hazelnuts and milk chocolate ganache.

Just like the other chocolate bars of the brand, each bar is divided into unequal-sized pieces to reflect the ongoing inequality in the cocoa industry.



Tic Tac x Estathé : an exclusive collaboration in Italy

In Italy, the Ferrero Group combines two of its brands and introduces Tic Tac x Estathé.

Available in a limited edition, Tic Tac x Estathé mints blend the freshness of Tic Tac with the lemon iced tea flavor of the famous Italian beverage Estathé.

It's not the first time that Ferrero unveils **Tic Tac inspired by drinks** (Coca Cola and Sprite versions), confirming thus its **taste for unexpected flavours**.



Daddy redefines sugar cane usage

Daddy, the leading brand in cane sugar in France, has just released its **first cane syrup**.

Made from cane juice slowly cooked at low temperature, the new product can be used in baking, beverages or even as a topping for pancakes or ice cream. **A product with many possibilities of uses !**

With this innovation, the brand invites consumers to **rediscover cane sugar and sweeten in a different way.**



Date Lady reinvents sweetness with a chocolate date syrup

Committed to healthier eating, the american brand **Date Lady**, specialized in dates, is reinventing indulgence with a **chocolate date syrup**.

The **clean-label alternative** to sugar is made with dates, cocoa and vanilla.

Designed to enhance every indulgent moment, the product is **perfect as a topping** for pancakes, ice cream or in your **everyday desserts**.

The pleasure of dates and chocolate, reinvented!



Oatly turns the matcha strawberry craze into a new oat-based signature drink

The Swedish oat drink specialist Oatly has expanded its product lineup with the launch of its “Matcha Strawberry flavour” in Belgium, in Germany and in the United Kingdom.

This oat-based matcha and strawberry beverage rides the wave of the strawberry matcha latte trend, the highly Instagrammable iced drink that has become mainstream in coffee shops.

To mark the launch, Oatly has opened a pop-up (“« Sip & Dye”) in Antwerp. An immersive experience to introduce the product in a fun and interactive way.



Kiri celebrates spring in Japan

In Japan, Kiri celebrates the arrival of spring with the launch of a new acai and strawberry reference in its **Fruits Blend range** (which combines cheese and fruit).

Available in a **limited edition**, the product is perfect for a sweet and fruity indulgent snack break.

The **Bel group** stands out for its **strong ability to adapt to international markets** by adjusting its products and strategies to the cultural specificities of the targeted countries and also by rethinking the healthy snacking continuously.



Intrapan reinvents the traditional tremezzino sandwich

Launched as an alternative to traditional snacks, Intrapan's "**Dolce Cuore**" tremezzino combines soft cocoa-infused bread with a rich filling of mascarpone, red berries and crunchy amaretti pieces.

Available in a **limited edition**, it comes in **two formats** (to share or to take away), adapting to **different consumption moments** (from afternoon snack to quick dessert).

With this innovation, Intrapan reaffirms its **commitment to reinventing snacking standards** by combining creativity, quality and a sensory food experience.



Nucao unveils a range of frozen fruits coated in chocolate

The German healthy chocolate and sweet snacks brand **Nucao** now enters the **frozen food aisle** with a **range of organic fruits** (raspberries, strawberries, and mangoes) **coated in chocolate**.

The brand offers a **raspberry & matcha variety** in its lineup, developed in **collaboration with** the German premium organic matcha brand **Heath Bar Matcha**.

An innovative flavor in this highly competitive market!



The cookie dough shop We Dough launches frozen cookie dough bites

The cookie dough and cookies shop, **We Dough**, enters mass retail with an innovative offering.

The brand unveils a range of frozen bites coated in raw cookie dough.

The range comes in **four flavours** : original cookie, coco lover, caramel crush and brookie style.

With its **snacking-friendly format**, the product brings a touch of innovation to the fast-growing frozen bite segment.



ORIGINAL COOKIE



COCO LOVER



Caramel CRUSH



Cookie Bros. x Kikis Kitchen launch matcha & strawberry mochis

The German trendy snack brand Cookie Bros. teams up with food creator Kikis Kitchen to introduce a **new mochi ice cream reference** inspired by the latest food trends.

This limited edition combines a **creamy matcha ice cream** with a melting **strawberry core**, all wrapped in a soft **rice dough** typical of Japanese mochis.

Already going viral on social media, this pairing plays on the contrast between the intensity of matcha and the sweetness of strawberry.



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