

International food & drink news



NEW PRODUCT

USA 

BETTER-FOR-YOU SNACKING

Joolies reinvents the date category with « Date Sours » Joolies brings innovation in the date category

At the latest Natural Products Expo West in the United States, California-based date brand Joolies unveiled its new range “Date Sours”.

The new range of organic dates coated with sour candy-inspired flavors aims to reinvent dates as a fun and modern snack.

The range comes in four flavours : blue raspberry, peachy, watermelon and cherry cola. And it has just entered at Sprouts Farmers Market.

With this new range, Joolies aims to offer a healthier alternative to candy and above all modernize the image of dates in everyday snacking.



Djoon taps into the strawberry-matcha trend

The German brand Djoon, known for its “better-for-you” products, is tapping into the strawberry matcha trend with a creation that is both innovative and indulgent.

The new organic and vegan chocolate bar, available in a limited edition, combines the freshness of matcha with the fruity sweetness of strawberry. Everything is naturally sweetened with dates.

The brand therefore offers a more natural and healthier alternative to traditional chocolate (thanks to the use of dates) while embracing the ultra-trendy pairing of matcha and strawberry.



Dr. Oetker expands its “Just for me” mug cake range with a new flavour

Dr. Oetker is expanding its “Just for Me” mug cake range with a new matcha and white chocolate flavor.

A few months ago, the brand invited Dutch consumers to vote for the next flavor in the range, and matcha was selected as the winner.

Like the other products in the “Just for Me” line, this soft and fluffy mug cake can be prepared in just a few minutes in the microwave, offering a quick and indulgent treat.



Sna'ap is diversifying its range with a new line of filled wafer sticks

The chef behind the viral “Dubai chocolate” phenomenon, Chef **Nouel Catis**, continues his exploration of new flavors.

After its famous **Sna'ap** chocolates, he is now launching a **new range of filled wafer sticks** inspired by cities around the world, in line with his previous chocolate tablet collection based on global destinations and tastes.

The range includes three variants : Dubai (filled with pistachio and kadaïf), Manila (filled with ube) and City (an assortment featuring chocolate fillings inspired by Abu Dhabi and Fukuoka).



NEW PRODUCT

USA 

CHIPS

Graza broadens its presence into a new grocery aisle with its new olive-oil cooked potato chips range

Graza reintroduces its olive oil-fried potato chips after an initial limited release in 2024 that sold out quickly.

The relaunch brings the snack back as a **permanent product range**, featuring crispy kettle-style chips made with **100% extra virgin olive oil**.

The range focuses on bold, elevated flavours (such as zesty caesar, hot 'n sweet and sea salt & vinegar), reinforcing Graza's positioning as a **premium olive oil brand expanding into the snacking category**.



NEW PRODUCT

France 

OLIVE OIL

Loulou Kitchen unveils its first olive oil brand : Lou d'Olive

The **French culinary content creator** Lou Elsener, known as **Loulou Kitchen**, is **launching her olive oil brand : Lou d'Olive**.

The olive oil comes from the Vallée des Baux-de-Provence and is certified organic AOP.

This **launch stems from the creator's passion for olive oil**, an ingredient she uses in every one of her recipes.

A launch that is fully consistent with what she represents and shares through her Mediterranean-inspired cooking!

The product will be available on the brand's website on June 21st.



FROZEN

Picard unveils two trend-driven ice creams

The frozen retailer **Picard Surgelés** introduces **two new ice creams riding the wave of matcha and ube**, two of the hottest ingredients on social media : matcha & raspberry and ube & passion fruit.

Inspired by flavours that have taken over cafés, TikTok and Instagram, these colorful creations bring a fresh twist to the frozen dessert category.

With these two trend-driven ice creams, **Picard continues to transform emerging food trends into accessible and indulgent experiences for everyday consumers**'.



NEW PRODUCT

France 

FROZEN

Kizz reimagines fruit with candy-inspired experience

The French brand **Kizz** unveils a new range of frozen fruits coated in a crunchy and sour shell.

Bridging the gap between fruit and confectionery, these innovative products combine the natural goodness of fruit with a sweet-and-sour coating, offering a unique snacking experience for adventurous consumers' and fans of tangy treats.

The range is available in four flavours : blueberry, grape, pineapple and mango.



Ria Chai : the new ready-to-drink chai beverage

From the streets of India to trendy coffee shops worldwide, **chai latte has become a global sensation.** Inspired by the traditional masala chai recipe, it combines black tea, milk and aromatic spices for a rich and comforting taste experience.

The British startup Ria Chai brings this iconic drink into the modern age with a ready-to-drink canned format. Convenient, authentic and **designed for on-the-go consumption**, the brand clearly disrupts the beverage market.

The brand Ria Chai showcased its product range at the latest Food & Drink Expo in Birmingham, presenting a fresh take on one of the world's fastest-growing beverage trends.



“Snack Kingdom”: the world’s largest snack store

China has just opened “Snack Kingdom” in Changsha, the world’s largest snack store, setting thus a Guinness World Record.

With more than 13,000 m² and more than 35,000 products from 70 countries, this new oversized retail space redefines the snacking experience. It turns shopping into a fully immersive journey for food lovers and curious taste explorers.

Only two days after its launch, the store suspended temporarily sales due an unprecedented demand.



COFFEE-SHOP EN DRIVE POUR VÉLOS

Oatly opens “Bike Thru”, a pop-up for cyclists in Amsterdam

The Swedish brand Oatly has opened « Bike Thru », a pop-up in Amsterdam designed exclusively for cyclists.

Until early June, cyclists can order, pay for and pick up their drink from a dedicated bike lane, all without ever getting off their bicycle.

In a city where cycling is part of everyday life, Oatly has clearly reimagined a distinctly american concept — the drive-thru — into a local experience that feels relevant and naturally aligned with the way people move around the city.

More than just a marketing activation, it's a powerful example of contextual branding since the concept is rooted in local culture.



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