

International food & beverage launches of June



Juin 2026

- **French influencers are reshaping the food & beverage industry in France**

With all the **new products** launched from **French content creators** in the beginning of June, it's obvious that influencers are playing an increasingly role in the food and beverage industry.

With the launch of Ciao Energy (Squeezie, Lena Situations and Inoxtag), Brosti (McFly and Carlito), Lou d'Olive (Loulou Kitchen) and TSE (Sissy Mua), content creators demonstrate their ability to turn their communities into powerful commercial drivers.

Thanks to their close relationship with their audiences and their ability to generate buzz, **they are reshaping the food and beverage industry and setting new standards for established brands and traditional market players.**



NEW PRODUCT

Thailand 🇹🇭

SOFT DRINKS

Pepsi Thailand unveils a new Dubai chocolate flavoured cola

The Dubai chocolate craze shows no signs of slowing down.

In Thailand, Pepsi has introduced a new zero sugar Dubai chocolate flavoured cola, inspired by the viral Dubai chocolate trend.

This innovative flavour capitalises on the growing consumer appetite for flavoured colas and indulgent taste experiences.

It is the latest addition to Pepsi's "Treats" range, following the launch of the Strawberry 'N' Cream variant. Through its dessert-inspired flavours, the Pepsi Treats range seeks to expand consumption occasions by turning everyday moments into small celebrations.



NEW PRODUCT

France 

UBE POWDER

Kusmi Tea embraces the ube craze with a vibrant new collection

The tea specialist Kusmi Tea rides the wave of ube, the trending ingredient taking over social media and coffee shops.

Inspired by the world of Japanese tattoo art, the range showcases ube, the purple yam from Asia, known for its delicate notes of vanilla and hazelnut is available in three varieties (original, strawberry and vanilla).

With this unique collection, **Kusmi Tea demonstrates its ability to embrace the most desirable trends of the moment** and transform them into indulgent and highly Instagram-worthy experiences.



KoRo expands its spread range with matcha and ube flavours


Capitalising on two of the most talked-about flavours of the moment, **KoRo introduces two new cashew-based spreads : matcha & mango and ube & blackcurrant.**

With these new spreads, KoRo expands the use of both flavours beyond drinks and desserts, creating new opportunities for breakfast, snacking and baking. Designed for versatility, the spreads can be enjoyed on toast, incorporated into baking recipes or even used to prepare matcha and ube lattes, extending thus their appeal beyond traditional breakfast occasions.

With these two new products, KoRo broadens daily consumption occasions.



NEW PRODUCT

France 

OLIVE OIL

Capture the essence of Kabylia with Douga Douga olive brand

Awarded at the Gourmet Sélection 2026 trade show (in the condiments and oils category), **Douga Douga** is an olive oil brand that puts the emphasize on the Kabyle terroir.

The **extra virgin olive oil from Kabylia (Algeria)** is cold-pressed from hand-harvested olives. It can be used for cooking or as a dressing for your salads.

“Douga douga,” which means **“gently” in Kabyle, echoes the olive harvest,** a true living heritage passed down from generation to generation and **carried out with patience and in harmony with nature.**

What I like : its authentic and intense flavor (reflecting preserved Kabyle craftsmanship), the packaging (which takes us on a journey to the mountains of Kabylia) and the Tifinagh script (traditional Berber writing).



Ohlive reinvents olive oil with the launch of an olive oil butter

Ohlive is an artisanal plant-based olive oil butter brand made in Belgium from extra virgin olive oil.

Its smooth, melt-in-the-mouth texture (achieved without adding water, mono- and diglycerides of fatty acids or thickeners) makes it suitable for cooking or as a spread.

The **range** includes **six flavours** (original, basil, garlic, hazelnut, pistachio and white truffle) and is **sold at Le Bon Marché Rive Gauche**.

The brand offers a new way to enjoy the full richness of olives in a more convenient and indulgent format.

What I like : the reinvented use of olives and the premium packaging of the range.



ICE CREAM BAR : THE FRENCH BASTARD X LOU D'OLIVE COLLABORATION

The French Bastards unveils a new ice cream bar in limited-edition with Lou d'Olive olive oil

The success of Lou d'Olive, the new olive oil brand created by the French influencer Loulou Kitchen, shows no signs of slowing down.

Following a two-day pop-up store to celebrate the launch of her olive oil brand (which has already sold out) and in collaboration with the renowned parisian bakery **The French Bastards**, **Loulou Kitchen** teams up again with the parisian bakery.

Together, they have crafted an exclusive creation : a **white chocolate ice cream bar with Lou d'Olive olive oil**.

Available in very limited quantities, this unique frozen treat can be found exclusively for one week at The French Bastards' Rue du Temple store in Paris.



Kumi Bakes reinvents tiramisu with a push-pop format

The Indonesian brand Kumi Bakes (specialized in tiramisu) reinvents tiramisu with its Tiramisu Push Pop.

The convenient push-pop tube (designed to be enjoyed straight from the tube anytime and everywhere) takes inspiration from the “sushi push pop” trend that first emerged in New York.

The brand offers a wide range of flavours, from traditional favorites to more creative options like ube and abon.

This grab-and-go treat combines convenience, indulgence and an Instagram-worthy experience.



FROZEN

- **Valsoia reinvents an Italian classic with its new plant-based tiramisu ice cream**
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The Italian plant-based specialist **Valsoia** brings a fresh take to tiramisu (one of Italy's signature desserts) with its latest fully **plant-based frozen tiramisu ice cream**.

Inspired by the traditional recipe, the ice cream combines rich coffee notes with a smooth, creamy texture in a 100% plant-based, lactose-free and gluten-free recipe.

With this latest launch, **Valsoia** once again showcases its **ability to reinvent timeless classics, aligning them with evolving consumer expectations where great taste, indulgence and better-for-you choices increasingly go hand in hand.**



Barilla brings basil to the spotlight with its “Basil bar” restaurant

After Milan last year, the Italian brand Barilla brings its “Basil Bar” to Paris from June 19 to 28.

The limited restaurant is designed as an immersive space entirely centered around basil, turning thus pesto into a broader cultural and lifestyle experience rather than just a food product.

The concept combines a temporary restaurant with interactive workshops, culinary experiences and a limited-edition clothes capsule collection inspired by basil.

More than a promotional event, the project positions basil as a narrative thread blending food, creativity and contemporary lifestyle culture. It reflects Barilla’s strategy of building experiences that go far beyond the plate.



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