

International food & beverage launches of July and August



July & August 2026

Miettes reinvents snack time for kids

Imagined for kids and designed with parents in mind, the **French brand Miettes** (on Ulule crowdfunding website) shows that kids' snacks can be both delicious, clean and made with better ingredients.

With **30% less sugar than leading products on the market** and a **Nutri-Score B**, Miettes currently offers two simple recipes : the **Moelleux Choc'** and the **Marble-Vanilla** cake.

A brand putting the emphasize on **transparency** and offering children a **better snack without compromising on pleasure**.



Aline & Olivier takes action against ultra-processed biscuits

With its new “**taking action action ultra-processed foods**” range, now available at Carrefour, **Aline & Olivier embraces simplicity.**

The brand offers cookies and biscuits made with carefully selected ingredients, with **no ultra-processed ingredients** and thus no added artificial flavors, colors, preservatives, emulsifiers or sweeteners.

With this new range, **Aline & Olivier shows that indulgence, great taste, natural ingredients and transparency can go hand in hand.**



NEW PRODUCT

France 

BETTER-FOR-YOU SPREAD

Lumia reinvents indulgence with carrot-based spreads

The French brand **Lumia** shakes up the French spread market with a recipe that is as surprising as it is original. The brand has just unveiled a range of **chocolate spreads containing organic carrots**.

Available in three varieties (chocolate, choco-coconut and choco-peanut), the carrots naturally bring sweetness, texture and indulgence to these creations. The products are **without added oil, additives or preservatives**.

More than just a new recipe, Lumia offers a **genuine breakthrough in the category**, challenging the traditional composition of chocolate spreads and rethinking what goes into them. Lumia combines thus natural ingredients, indulgence and simplicity in a wholesome recipe.



- **Khlood brings collagen to the protein snacking aisle**

Khloé Kardashian's better-for-you snacking brand Khlood is expanding its range with the launch of **Khlood Plus Collagen Protein Chips**, a new line of tortilla chips delivering **17g of protein and 2g of collagen per bag**.

Made with avocado oil, the range comes in four bold flavours: sweet heat, jalapeño, nacho and buffalo.

Launching exclusively at Walmart, the new range bets on the growing **protein trend** while tapping into the **rise of wellness snacking**, with **collagen** becoming an increasingly popular ingredient in better-for-you products.

A new range that combines two complementary functional benefits (protein and collagen).



Drippo unveils a range of squeezable olive oils

With **Drippo**, the Italian brand Farchioni **shakes up the world of extra virgin olive oil (EVOO)**. It turns a pantry staple into a true lifestyle brand with a 100% recycled squeeze bottle, a colorful and bold branding and also a dedicated e-commerce website. Drippo sells a style, a new way of using the product and a distinctive brand experience.

A great **example of how even the most traditional categories can become desirable through strong branding, smart design and experiences built around new consumer habits.**

Drippo doesn't remind you of a certain famous American olive oil brand ?



Australian peanut butter brand Drizzy enters US market

The Australian brand **Drizzy** makes its debut in the US market. Moving beyond the traditional jar, Drizzy shakes up the **peanut butter** category with an innovative and **easy-to-use squeeze format**.

Made with roasted peanuts and a touch of peanut oil, with no added sugar or palm oil, Drizzy's 100% natural peanut butter combines a smooth, ultra-flowing texture with a **convenient squeeze bottle**, making it **perfect for drizzling**.

Perfect for pancakes, crêpes, smoothies or simply as a topping for your favorite desserts !

With this format, Drizzy makes a traditional staple easier and more convenient to enjoy every day.



NEW PRODUCT

Germany 🇩🇪

CHOCOLATE

Lindt Allemagne continues to broaden its Tokyo Style chocolate range

After its Tokyo Style matcha strawberry, matcha sakura and matcha mango chocolate bars, **Lindt Germany continues to take us on a journey to Japan** but this time with new flavors.

The brand unveils the **Tokyo Style matcha blueberry bar**, a white chocolate bar combining ceremonial-grade matcha, blueberries and crispy roasted genmai rice.

With this new creation, Lindt Germany continues to explore **new flavours** while **riding the ongoing matcha trend**.



Cadbury and MCoBeauty unveil cross-category collaboration

Cadbury Dairy Milk and MCoBeauty partner and blur the lines between indulgence and beauty with a unique new collection.

From chocolate-inspired makeup to a limited-edition Dairy Milk bar dressed in the signature colors of MCoBeauty's Watermelon Glow range, the **collaboration combines surprise, desirability and community power to create a truly viral phenomenon.**

It's yet another example of the growing number of collaborations between food and beauty brands !

By bringing together their distinct worlds and audiences, these partnerships help brands step beyond their usual territory, spark curiosity and connect with new consumers.



NEW PRODUCT

UAE 

BETTER-FOR-YOU BEVERAGE

HalaPop unveils the first prebiotic soda in the MENA region

Launched in Dubai, **HalaPop** is the very **first prebiotic soda in the Middle East and North Africa (MENA) region**, designed to combine pleasure and well-being in a single can.

With **6 grams of prebiotic fiber**, **15% real fruit juice** and just **29 calories per can**, HalaPop transforms soda into a truly new experience, all without added sugar, preservatives, or artificial sweeteners. A new offering that combines **indulgence, natural ingredients and functional benefits !**

The brand embraces indulgence with five flavours : strawberry vanilla, cherry cola (including a limited-edition collaboration with Benefit Cosmetics), orange, ginger lemon, and pomegranate hibiscus.



Chupa Chups turns its iconic lollipop into a creator tool

In Brazil, **Chupa Chups** has **teamed up with VML** to give to its iconic lollipop a new role : a **microphone made specifically for content creators**.

Called the **Lollipop Mic**, the playful device takes inspiration from the classic interview microphone while seamlessly incorporating Chupa Chups' distinctive branding into social media creators' content. The microphone was exclusively gifted to selected content creators for use in interviews and social media content.

A clever way for Chupa Chups to become part of social content without even having to be invited.



With “Food me up”, the retailer Carrefour bets on the future of food

With “**Food Me Up**”, its new program dedicated to the next generation of food innovations, the retailer **Carrefour** clearly **highlights innovations that are redefining better eating and ready-to-eat solutions.**

The program is built around three key goals :

-  Spotting the next food gems
-  Accelerating their growth
-  Boosting their visibility through the opportunity to be listed across Carrefour’s 6,000 stores.

A true bridge between innovation, visibility and retail, helping emerging brands take their growth to the next level.

Through this program, Carrefour aims to **become the partner that spots, supports and brings the next food success stories to the forefront.**

FOODMEUP
by Carrefour 

Et si la prochaine
innovation food dans
nos rayons était **la vôtre ?**



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