

New food launches around the world



September 2026

NEW PRODUCT

France 

BETTER-FOR-YOU SPREAD

Miicey unveils a better-for-you spread range with vegetables and pulses

The French brand **Miicey** disrupts the French spread market with innovative recipes containing **vegetables and pulses**.

Available in four flavours (hazelnut & chickpea, hazelnut fennel matcha, peanut date carob and hazelnut chocolatecarrot), the products are organic and made in Agen in France. They contain no additives or preservatives.

Miicey offers a **genuine breakthrough in the category**, challenging the traditional composition of chocolate spreads and rethinking what goes into them. The brand combines thus natural ingredients, indulgence and simplicity in a wholesome recipe.

4

**RECETTES,
4 CARACTÈRES**



NEW PRODUCT

Indonesia 🇮🇩

TIRAMISU SPREAD

Tropicana Slim brings tiramisu to the spread aisle

The Indonesian brand Tropicana Slim is giving tiramisu a new twist with its tiramisu spread **Crunchylicious**, a 300-gram spread with the distinctive taste of tiramisu and a crunchy texture.

It offers a new way to enjoy the iconic Italian dessert.

Indulgent and original, it can be enjoyed on bread or pancakes or simply eaten straight from the spoon.



NEW PRODUCT

India 

FUNCTIONAL UBE LATTE

Impulse Coffee launched India's first ube latte for focus

The Indian brand **Impulse Coffees** launches an **ube latte** for focus in India.

Made with authentic Philippine ube and some flavours of “kesar-thandai” (a traditional Indian saffron-based drink), the **caffeine-free instant powder latte** delivers **23 calories** and **40 mg of L-theanine** per serving.

The product is **perfect for those looking to stay focused and calm throughout the day without reaching for a second cup of coffee.**

Combining indulgence, functionality and convenience, it offers a fresh alternative for consumers seeking a more balanced way to support focus during their daily routine.



Lindt Germany taps into the ube trend

After its Dubai and Tokyo-inspired chocolate bars, **Lindt Germany** unveils in limited edition a new **Bali Style chocolate bar** combining milk chocolate with ube, cashews, coconut, caramel and vanilla.

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

The purple yam (ube) from the Philippines and used in Southeast Asian desserts becomes more and present in the food and beverage products.



Intermarché rethinks chocolate with ChoViva

The French retailer **Intermarché** unveils two new milk chocolate bars in its “**Je réduis**” range, its **eco-conscious private-label brand**. The products are made **with ChoViva**, a cocoa alternative produced from sunflower seeds.

With these new chocolate bars, Intermarché claims up to **66% lower CO₂ emissions compared with a conventional chocolate bar**, offering a new way to enjoy chocolate while reducing its environmental impact.

Two indulgent recipes are available : biscuit crunch and crunchy caramel with popcorn.



**Le chocolat a changé de recette,
pas de personnalité.**

NEW PRODUCT

USA 🇺🇸

HUMMUS DIP

Eatprest turns hummus into a shelf-stable powder

The American brand EatPrest rethinks hummus with an entirely new format : a **powdered hummus mix in a convenient pouch** that can be rehydrated to make fresh hummus quickly.

You just have to add water and olive oil to the hummus powder to create a fresh portion whenever you want.

With this innovative format, hummus moves beyond the refrigerated aisle and provides a dry, compact and convenient format **designed to fit new ways of eating and on-the-go lifestyles.**

A true game-changing innovation that combines simplicity, convenience and reduction of food waste.



NEW PRODUCT

USA 🇺🇸

HEALTHY SNACKING

Khlood releases its first seasonal product

The protein snack brand **Khlood**, founded by Khloé Kardashian, launches its **first seasonal limited-edition product** : **pumpkin spice protein popcorn**, a protein-packed popcorn inspired by the flavours of fall.

The seasonal flavour combines brown sugar, warming spices and pumpkin flavor while delivering **7 grams of protein per serving**.

The limited-edition popcorn is available exclusively at Target stores and online through Target, Amazon and Khlood.



NEW PRODUCT

Spain 

OLIVE OIL

Coosur Squizz brings a new format to olive oil

The **Spanish brand Coosur Squizz** rethinks how extra virgin olive oil is used.

Packaged in a convenient squeeze bottle designed for easy and precise drizzling over any dish, the product provides more occasions for consumption.

The brand wants to reinvent how consumers use a traditionally familiar product but it adds convenience and personalization.



Kiri Japan broadens its Fruits blend range with a seasonal product

In Japan, Kiri celebrates the arrival of **fall with** a new indulgent creation : **apple & pear fruits blend**, a new addition to its fruits blend range that pairs its iconic creamy cheese with the natural sweetness of fruit.

The combination of smooth and creamy cheese with the naturally fruity notes of apple and pear creates a deliciously balanced experience that is sweet, indulgent and refreshing.

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.



Kiri embraces local flavours in KSA

In **Saudi Arabia**, Kiri gives its iconic creamy cheese a local twist with **Kiri Zaatar**.

Blending its signature smoothness with the distinctive flavours of the region's beloved zaatar, the product offers a family-friendly experience with a distinctly local touch.

With Kiri Zaatar, **Bel** shows how **its brands can adapt to local tastes and eating habits**, creating thus market-specific innovations but keeping their core identity.



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