

Market new product sharing

2023.6

-----Marketing dept

01/Puffed snack food

Wu Fang Zhai x Food Laboratory "Zongzi Crisp"

Salted egg yolk taste;

June 5, 2023, the century-old brand Wufang Zhai and the emerging health snack brand Food Laboratory jointly launched the joint brand "Wufang Food Laboratory" and released the new product "Zongzi Crisp". According to reports, the new inspiration comes from the Wu Fang Zhai "star product" yolk meat Zongzi, the food laboratory in the retention of its ingredients and taste on the basis of the use of non-fried technology to transform soft and glutinous into crispy, salty egg yolk flavor rich, salty and crispy, while doing more than 50% less fat than the traditional puffed snacks. Market reference price 3 boxes /29.9 yuan.



01/Puffed snack food

Lay' s "New Potato Chips"

Sour and spicy lemon chicken feet;
Spiced beef in sauce;

Hot spiced duck tongue flavor;

Recently, there are three new potato chips on the Lay' s Brine small house, respectively, sour and spicy lemon chicken feet flavor, sauce spiced beef flavor, hot and spicy spiced duck tongue flavor. Spiced beef potato chips with sauces are mellow; Sour and spicy lemon chicken feet flavor potato chips sour and spicy fresh, hot spiced duck tongue flavor potato chips hot and spicy. Market reference price 75g*3/17.9 yuan.

Handyware
Taste for Healthy Life®



01/Puffed snack food

Lay's The Regional series features new flavors of potato chips》

Zibo barbecue flavor;



Recently, following the Shanxian sheep soup potato chips in Heze, Shandong Province, Lotte has launched a regional series of limited new flavors, this time it is "Zibo barbecue flavor". It is reported that Zibo roast potato chips, while retaining the crisp taste of the original cut potato chips, restore the authentic flavor of Zibo streets and alleys with authentic barbecue. At the same time, the new product is also clever in the packaging, printed with a small cake + spring onion + barbecue pattern, adding regional cultural interest. In recent years, the regional food culture with strong fireworks has attracted more attention and hot discussion. Lay's insight into the trend, mining the regional gene, has launched a number of unique local food characteristics of the regional limited series of potato chips, to meet the different taste preferences around the country, the majority of consumers love.



01/Puffed snack food

Orion "Friends Fun potato chips New"

- Zibo barbecue flavor;
- Spicy fried clam flavor;
- Peanut edamame flavor;



The 33rd Qingdao International Beer Festival will kick off on July 14 at Qingdao Golden Beach Beer City. Taking this as an opportunity, Orion specially launched a joint friend fun potato chips new products. It is reported that Orion and Qingdao International Beer Festival, in the Golden Beach beer City to build a brand pop-up shop, for tourists to serve the trend of puffed "Ha wine new partner", but also launched "Zibo barbecue flavor", "Spicy fried flower clammy flavor", "Peanut edamami flavor" and other 33rd Qingdao International Beer Festival joint brand potato chips new products, to create a young fashion "friends fun + beer" immersive experience.

04/Baked biscuit food

Mankattan's Salted Egg Yolk Borbo Bread

Salted egg yolk;

June 15, 2023, Mankton launched a salted egg yolk stuffed Hong Kong-style pineapple bag with salted egg yolk stuffed, one bite of surprise, sweet and salty balance. Low temperature fermentation, delicate and smooth, with the ingredients, just right. Creative selection, salted egg mayonnaise, selected butter, full-fat milk powder, the ingredients are good enough to eat. Market reference price 5*85g/29.9 yuan.



04/Baked biscuit food

Wang Satian

"Thick Coconut Milk Flavor Pinch Bag"

Thick coconut cheese Eurobun;

June 15, 2023, Satian launched a thick coconut milk cheese European bun, rich in dietary fiber, 0 added white sugar, 0 trans fatty acids, 0 added shortening, Indonesia imported raw materials, a tear, coconut flavor on the face, fermentation for a full 18 hours, the taste of velvet. Market reference price 520*1 box /39.9 yuan.



Uni-President 'Kamikawa Hot and Sour Beef Noodle

Hot and sour beef noodles;



上上川
酸辣牛肉面

新品上市

爱川味，选上上川

Recently, Uni-president launched a new instant noodle "Kamikawa Hot and Sour beef noodles" and launched a new brand "Kamikawa". According to the brand, the new instant noodles blend the strength of the noodles and the smoothness of the powder. In the mixing package, the vinegar package combines three kinds of good vinegar, such as old vinegar, balsamic vinegar and cellar vinegar. The chili package uses bullet pepper, thread pepper, Qiubei pepper and Guizhou Mantianxing pepper to be refined. The ingredients package is paired with sesame, bean skin, beans, coriander, beef and other Sichuan characteristic elements. In addition, the product also uses the traditional Sichuan opera Facebook image as the packaging background. At present, the new product has been launched on the Tmall unified flagship store, the reference price of 122g*6 barrels /30 yuan.

Wang Zai "Wang Zai Q Rice Noodle Series"

Original taste;

Japanese soy sauce flavor;

Scallion oil flavor;

June 9, 2023, Wang Zai launched a new series of Q rice noodles, including original buckwheat Q rice noodles, Japanese soy-flavored buckwheat Q rice noodles and onion oil layout Q rice noodles, to meet the needs of different tastes of consumers. New buckwheat content $\geq 50\%$, the use of patented hot air drying technology, non-fried low fat, smooth taste, strong wheat flavor. Market reference price 635g/32 yuan.



Miss "Prepared Dishes"

Sixiaozao pickled fish;

Sixiaozao green pepper fish;



In the past two years, the prepared food track has flourished. It attracted many enterprises to enter. For example, Haitian is as known as sauce grass, property giant Country Garden. Now, Miss Food has also begun its experiment in the prepared dishes category. It is reported that Miss Food launched SiXiaozao pickled cabbage fish, Sixiaozao green pepper fish two new prefabricated dishes, the selection of healthy black fish to make fish fillets, thin pulp light marinade and conditioning, to retain the flavor of the fish itself. Among them, sauerkraut fish preferred sour and mellow Sichuan sauerkraut, the soup base spicy but not dry, crunchy double; Green pepper fish selection of green pepper mixed with red pepper, pepper hemp taste collision fresh alcohol soup base, rich taste, long aftertaste.

07/Quick frozen products

Sunner Golden Crispy Wings

Original taste;
Spicy taste;

June 14, 2023, Sunner's new Golden Crispy Wings are available in both original and spicy flavors. Select high quality flour, bring delicate taste, a variety of natural spices marinade flavor, delicious to stop. Market reference price 245g*3/119.9 yuan.



08/Other food

Anmuthi's "Yoghurt Dragon Boat Festival Limits"

Glutinous rice dumpling flavor;

Recently, Anmuxi glutinous rice dumplings flavor yogurt Dragon Boat Festival limited to the market, for the room temperature curd cheese scoop to eat yogurt. According to the brand, the protein content of this product is $\geq 5\%$ NRV/420kJ per cup, and the energy content is equivalent to one and a third of an apple. In addition, the product packaging uses DIY patent cups, which can be homemade for use as tall cups. At present, the new product has been launched on the Tmall Anmuxi flagship store, the specification is 125g*8 cups, and the reference price is 84 yuan/box.



KFC x Pepsi Cola Ice Cream

Cola ice cream

KFC and Pepsi are teaming up to launch a cola ice cream offering with a limited amount of popping candy, starting on July 10 and running through August 20. From KFC wechat mini program to learn, KFC and Pepsi jointly launched a total of 7 products. The ice cream cone has four options: Cola ice cream black cone, plain cone, double spiral black cone and double spiral original cone. Sundaes have Cola sundaes and Cola double spiral sundaes. In addition, also launched at the same time, cola flavored snow top coffee. According to the brand, the new series combines cola-flavored ice cream with cola-flavored popping candy to give people a delicious sense of smoothness and the pleasure of the tongue. The new product is currently available for purchase in some stores in China.



Pepsi Sauce

Cola-flavored sauce;

Pepsi will reportedly launch a new Cola-flavored sauce on July 4, which was developed in collaboration with CIA Consulting. The sauce combines the sweetness of Pepsi, the citrus tonality of the sauce and the acidity of the tomato sauce, which is a combination of Pepsi and hot dog flavors. "The concept is simple and creative. The Pepsi flavor enhances the bright, rich flavor characteristic of the ketchup and offsets the smoky, greasy flavor of the hot dog." "It's a new way to enjoy two American classics at the same time!" says David Kamen, director of customer experience at CIA Consulting. . The new product will be available in sample form at the ballparks of four teams, including the New York Yankees and Detroit Tigers.



Chi Forest "Passionate"

Bubbly ginger;



Recently, the vitality forest quietly launched a new soft drink, and added ginger juice, named "passionate" According to the official information of the vitality forest, the new product to "bubble hit ginger" creative combination, bring "double strength cool". In the product selling point, the main three points are as follows: good material, the use of real ginger juice, more natural taste; Super special, is a lemon-flavored ginger ale, ginger juice "strong", bubble "ice" and lemon "sour" blend; More cool, ingredients using peppermint flavor, bring special ice factor. At present, the retail price of this passionate ginger ale in the flagship store of the vitality forest is 4 yuan, and the consumption scene is mainly "with food and taste", "go out to cool the summer", "sports and ice quenching thirst" and "leisure and strange boredom".

To Be Continued

.....