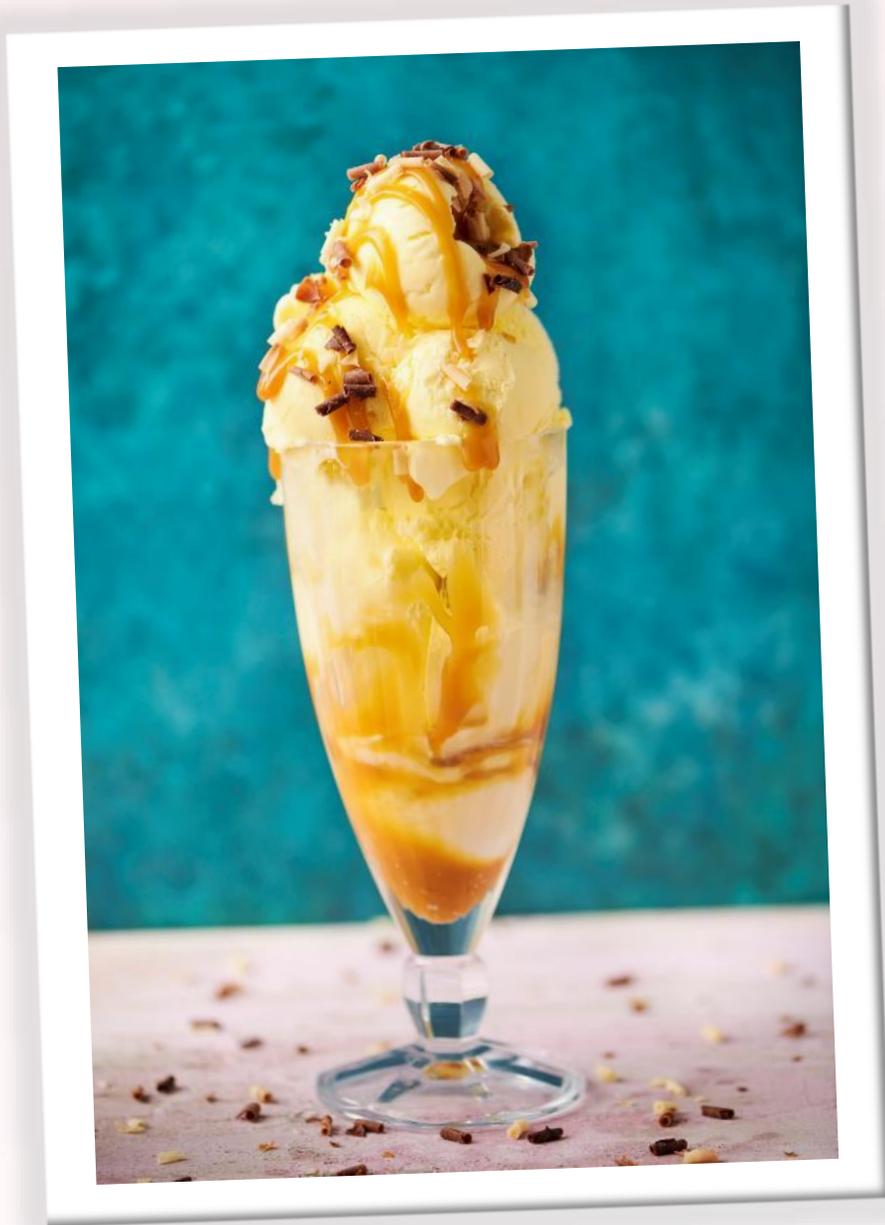
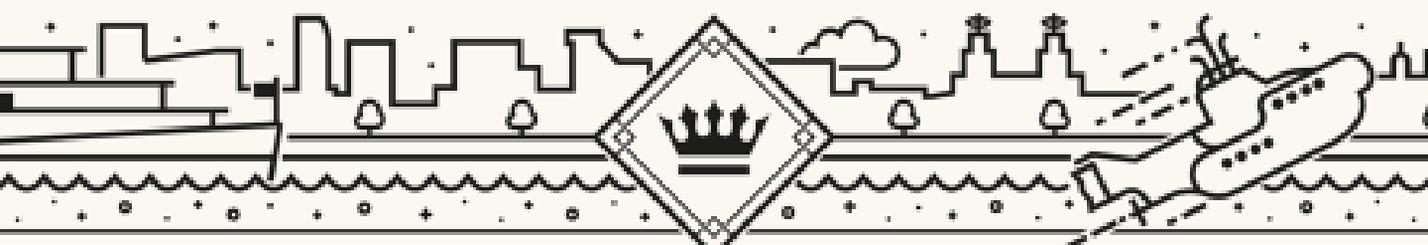




What's Happening?

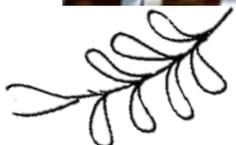
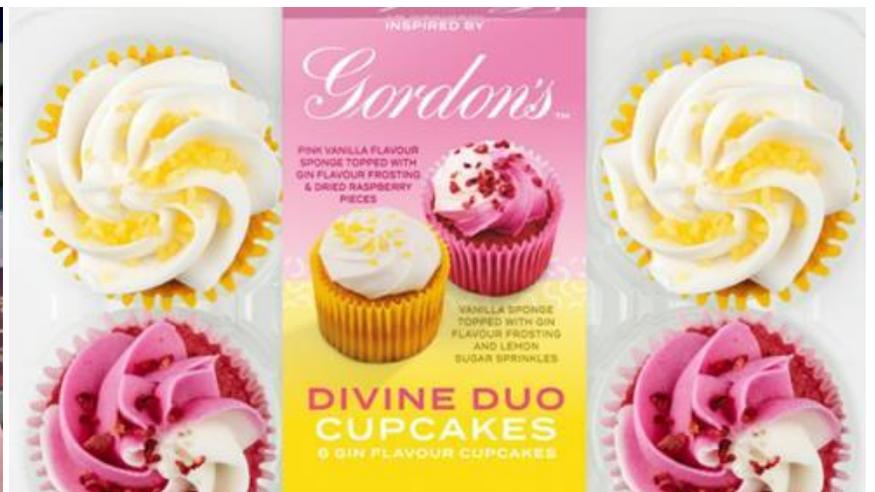


Summer Review



Same Brands... New Categories...

This summer, we have seen established brands venturing into new categories to attract new shoppers and boost brand presence.



Brands Branching Out

As well as brands venturing into new categories, we are seeing them become more adventurous with formats and flavours. There have been some exciting collaborations, and even non grocery brands hitting retailer shelves- enter Greggs bake at home cookies.



THE land OF... **GREGGS** **BAKE AT HOME COOKIES**

NEW & EXCLUSIVE

ONLY **£3** EACH

GREGGS **6 Milk Chocolate COOKIES** Bake From Freezes

GREGGS **6 Triple Chocolate COOKIES** Bake From Freezes

Available in-store & iceland.co.uk **Iceland** the food WAREHOUSE



What's Hot? Flavour Trends

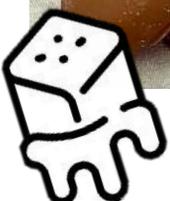


This summer kicked off with the Platinum jubilee where flavours like lemon, berries and almonds were trending. We have been monitoring new product launches all season, and here is our take on the most popular flavours of the last few months...



Caramel

Creamy, rich and indulgent- caramel continues to dominate NPD launches this summer. From ice cream to yogurts, from drinks to confectionery, caramel, in particularly salted caramel is still bang on trend!



White Chocolate

Another popular flavour over the last two years, and it is showing no sign of slowing down... Often paired with berries, many NPD launches are featuring white chocolate this summer.



Mint

The combination of mint and chocolate is proving popular, with new products launching in the last couple of months. As Christmas will be here before we know it, we expect to see much more of this flavour profile appearing in the coming weeks.



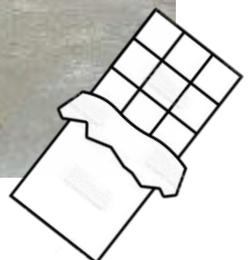
Coffee

How do you like your coffee? It would seem “paired with delicious flavours such as caramel or chocolate” is the answer this summer! We are noticing more and more products hit the shelves with a coffee profile.



Blonde Chocolate

We weren't sure at first whether this was going to be a one hit wonder, but it is still featuring in the flavour charts this summer! From confectionery and desserts, to ice cream and drinks- blonde chocolate continues to be a popular flavour for NPD.



Keeping it bright

When we think of summer, we think colourful and bright. Our friends in the States have shared some top trends from what's been happening across the globe, which saw pride month kick start the colourful season.



Premium Gel Colors

PREMIUM GEL ■ The most popular and versatile type of color, gel color provides the intensity of a pastel without the mess. Mixes well into buttercream, fondant and non-dairy whipped cream. 3 fl. oz. Manufactured in the U.S.A.

	PRINCESS PINK #22404		ROSE PINK #22405		NEON BRIGHT PINK #22406		LEMON YELLOW #22503
	SUNSET ORANGE #22501		NEON BRIGHT ORANGE #22500		NEON BRIGHT GREEN #22504		
	GRASS GREEN #22505		SKY BLUE #22510		ORCHID #22507		NEON BRIGHT PURPLE #22513

PREMIUM GEL TREND COLORS ■ Exclusive to DecoPac, premium, ready-to-use colors in today's hottest shades. 4 fl. oz. Manufactured in the U.S.A.

	TOURMALINE #21509		RASPBERRY #24512		GUAVA #22516
	TANGERINE #22517		HONEY #22518		
	LIME GREEN #22519		AQUA #24514		MALIBU BLUE #22520

Go to DecoPac.com to see full spectrum of colors.

Shown on a 100g bag: #12112 Princess Pink DecoPac, #22115 Guava Premium Gel Color, #22202 Neon Bright Pink Gel Color, #22203 Lemon Yellow Premium Gel Color, #22204 Neon Bright Orange Premium Gel Color, #24214 Raspberry Premium Gel Color, #22205 Neon Bright Green Premium Gel Color, #22206 Neon Bright Purple Premium Gel Color, #22207 Orchid Premium Gel Color, #22208 Tangerine Premium Gel Color, #22209 Tourmaline Premium Gel Color, #22210 Sky Blue Premium Gel Color, #22211 Aqua Premium Gel Color, #22212 Malibu Blue Premium Gel Color, #22213 Neon Bright Purple Premium Gel Color, #22214 Neon Bright Orange Premium Gel Color, #22215 Neon Bright Pink Premium Gel Color, #22216 Guava Premium Gel Color, #22217 Tangerine Premium Gel Color, #22218 Honey Premium Gel Color, #22219 Lime Green Premium Gel Color, #22220 Malibu Blue Premium Gel Color.



DECOPAC

Next issue...



If you would like more information on anything you have read, please get in touch:

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