

Wisconsin Grocer

2026

*Kristin Popp
Named 2026
Woman Grocer
of the Year*

Read more on page 28

Kristin

WOMAN'S
MARKETS
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MAHA
Turns One

2026 Food
Trends



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Winter

2026

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*The Page Number tells you where to find the content in this edition of the Wisconsin Grocer. One serving provides knowledge of the happenings in the grocery industry around the state.



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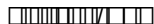
Jeff Maurer

Maurer's Market

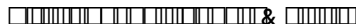
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Message

Wisconsin Grocers 2026 Outlook: Keeping Pace with Value and Consolidation

As we look ahead to 2026, the grocery landscape remains challenging. Inflationary pressures, shifting consumer sentiment, and intensifying competition defined 2025. While some of those pressures may ease, the focus on how our industry can finish strong.

Food price inflation has cooled from its peak, but confidence remains fragile and sensitive to conditions. The flight to value will continue, particularly among middle- and lower-income households.

Every decision (or delay) ripples through logistics, packaging, and center-store categories. In this environment, flexibility is no longer a luxury. Confidence will separate resilient operators from those who struggle.

Our focus is on providing meaningful experiences, and build durable, diversified revenue streams will be rewarded. Benefits consumers and consolidation reshapes the market. Who learn faster, execute cleaner, and never stop improving.

Investment in brick-and-mortar is also targeted, with an emphasis on infill stores

in fast-growing communities, remodels that elevate fresh departments, and back-of-house upgrades that support e-commerce. Frictionless checkout experiences.

“Any runner knows that preparation determines performance. For grocers, that means training for efficiency, testing strategies early, and knowing precisely when to conserve your energy—and when to surge.”

Through targeted tuck-in transactions that expand footprint and scale. For independents, doubling down on niche strengths and service-

training for efficiency,

to surge. Cost control remains non-negotiable, but trimming expenses alone will not be enough. Trial runs must become race-ready.

is a low-margin, high-complexity business that demands speed, expertise, and constant customer experience. The same dynamics explain why public ownership fails in other markets that drives efficiency, innovation, and long-term

2026 meaningful experiences, and build durable, diversified revenue streams will be rewarded. Benefits consumers and consolidation reshapes the market. Who learn faster, execute cleaner, and never stop improving.



Mark





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Report

Wisconsin Grocery Legislation Outlook: The Key Issues and Impacts for 2026

2025-2026 Legislative Session Winds Down

topics include THC-infused food and beverages, cottage food expansion for home bakers, alcohol expectations.



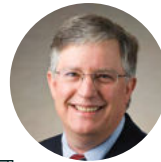
WGA Friend of Grocers Program 2025-2026

2026.



WGA's Grocers in the Capitol Day, A Joint Legislative Conference in 2026 Features Insight from Marquette Pollster Charles Franklin

On Feb. 10, WGA and industry

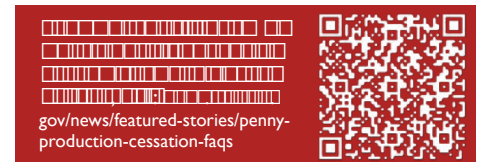


Charles Franklin,

Federal Action: Elimination of the Penny – WGA Contacts State Agencies to Seek Guidance

The U.S. Mint pressed its final penny on Nov. 12, 2025, and Congress is advancing the Common

policy brief titled Elimination of the Penny: Cents-
Tax Governing Board has not yet issued uniform



Spring Race for Wisconsin Supreme Court Heats Up

election scheduled for April 7, with a key primary to be held Feb. 17. The open Supreme Court seat member of a minority bloc, opts not to seek re-

At the time of writing, two candidates have officially filed paperwork with the Wisconsin Elections

- **Maria Lazar**, a conservative-leaning judge on
- **Scott Walker**,
- **Chris Taylor**,

A win by a liberal candidate could extend their majority to 5–2, solidifying dominance until at least 2030. Should a conservative win, the current balance

court positions, with new terms set to begin Aug. 1.

WGA's Top Policy Items in 2025-2026

Retail Theft/Public Safety: supports

Credit Card Fees on Sales Tax: supports

Unfair Sales Act: supports

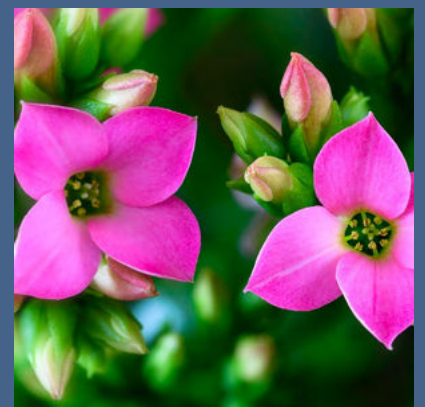
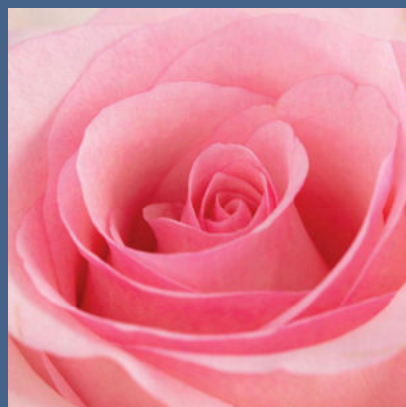
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Alcohol: **supports**

provide alcohol with online/pick-up orders. The **supports** the 3-tier liquor

THC Beverage Regulation: **supports**

sales to those under 21, maintaining the 3-tier

Pharmacy Benefit Manager Regulation:

supports pharmacy benefit managers (PBMs), fiduciary and disclosure requirements on pharmacy benefit payments to health insurance cost-sharing

FoodShare/Government Benefits:

supports spending on programs that provide food to low- **opposes** benefit

Worker's Compensation: **supports**

employers, increasing administrative efficiencies, and



New Dietary Guidelines, Including a New Food Pyramid

2025–2030 Dietary Guidelines for Americans, nutrient-dense foods such as protein, dairy, fruits the first time, the guidelines advise limiting highly processed foods, as well as products with artificial flavors, colors, or non-nutritive sweeteners, alongside



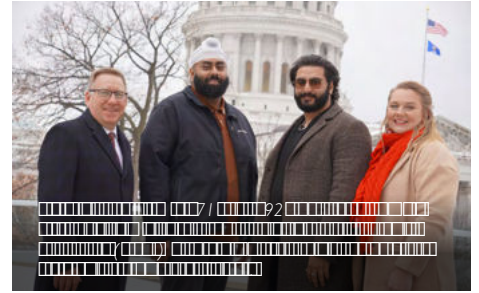
Association (FMI) expressed in a all DGA-related

scientific documents that outline the evidence Health and Well-being **Krystal Register**, health goals, noting that FMI research shows 80% partner in supporting health and well-being.

Labeling, SNAP, and Liability: What MAHA-Era Bills Mean for Wisconsin Grocers

Nutrition and labeling proposals were a significant

Assembly Bill 154 would direct the Department of FoodShare (SNAP) purchases of candy and soft



Assembly Bill 550 proposes warning labels for

in other countries. The bill lists 51 additives and product is mis-shelved or linked online without the large compliance teams. Penalties include fines and

Assembly Bill 544 would require clear labeling for foods made with cultured animal cells as lab-grown category management could become more complex

service, and potential legal exposure. The Wisconsin understood store-level realities, including how coordination, and the consumer experience. challenges of day-to-day operations in a busy store.

WGA Advocacy Team



Jim Steineke
Partner & Vice President of Advocacy
The Welch Group – Contract Lobbyist



Stamena Mesec
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The Welch Group – Contract Lobbyist



Peter Welch
Chief Operating Officer
The Welch Group – Contract Lobbyist



Mike Semmann
President/CEO
Wisconsin Grocers Association



MAHA Turns One

What It Means for Independent Grocers

By David H. Cutler, MPA, CAE
National Grocers Association Vice President, Media Relations & Public Affairs

As we mark the first year of the “Make America Healthy Again” (MAHA) movement, firsthand how renewed attention on nutrition outcomes and expanding access to nutritious food. Still, the experience of the past year expectations.

personalized service that reflects the needs of such as SNAP, forming a strong public-private 40 million Americans each day. That role has MAHA-related policy discussions.

point-of-sale systems, code and track items, operating on razor-thin margins.

inclusion of a 90-day implementation window defined, how compliance will be enforced, and and consistency, even well-intentioned reforms

expand access to fresh food and partner with partnership, not one-size-fits-all mandates.

must honor their end of the public-private

reflect the complexity of grocery operations. tax revenue, and ensuring food access in both

critical decision-making processes and policies.



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Date

2026 

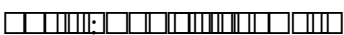
February 10

Grocers in the Capitol Day (Concourse Hotel, Madison)

March 11

Day in the Field (Milford Hills, Johnson Creek)

April 2

2026 



May (TBD)

WI Beef Council Farm Tour (Green Bay)

May 1

2027 Board of Directors: Call for Nominations

June 8

Northern Golf Outing (Greenwood Hills, Wausau)

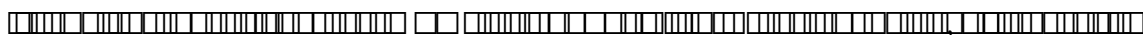
July 22

Southern Golf Outing (Evergreen Golf Club, Elkhorn)

August 18

Innovation Expo & Owners/Key Personnel Meeting
(Wilderness Resort, WI Dells)




Kendra Pahnke, Director of Development & Events, kpahnke@wisconsinagrocers.com | (608) 210-3304

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2026 Food Trends from a Registered Dietitian

By Macey Brickweg, RDN, LD

Fibermaxxing is the increasingly popular dietary trend of boosting your daily fiber intake. While many people are embracing the idea of eating more fiber, but people should

So how much fiber do you need?

getting. The average American consumes 10 to 15 grams of fiber daily, roughly half of the USDA's recommended amount of 25 to 30 grams for women and 30 to 35 grams for men. When increasing your fiber, first estimate your current daily fiber intake, and then, to avoid to five grams of fiber daily. Gradually increase and adjust the amount of fiber accordingly. Also,

The best part about fibermaxxing? It's easy to find delicious fiber-rich foods. Fruits and of fun high-fiber products on the market as

Other Top Trends:

Forgotten Friends

● **Celery root (celeriac):** This low-calorie, fiber-containing vegetable is both delicious and versatile. Raw celery root is firm and crunchy like an apple; cooked, it becomes tender and

● **Fennel:** Rich in nutrients and antioxidants, fennel also contains dietary fiber for healthy digestion and anti-inflammatory properties for



● **Kohlrabi:** Kohlrabi is a slightly sweet cabbage-approximately 95% of the recommended daily

● **Other old friends to revisit:**

Fancy Frozen

boxes are being checked in frozen meal options. For example, brands like Healthy Choice and Smart Ones offer high-protein

Fabulous Flavors

A few flavors grew in popularity last year, and I expect the trend to continue into 2026.

● **Dates:** dates are an appealing alternative to refined

● **Pistachios:**

● **Dill pickles:** pickle-flavored potato chips or popcorn, or pour a glass of a pickle-flavored beverage. (Importantly, while pickles themselves provide gut-friendly probiotics due to the in sodium. Pickle-flavored products may also lack essential nutrients, so eat pickle-y products in moderation!)

● **Tiramisu:** Tiramisu-flavored foods aim to capture the not-too-sweet combination of

Clearly, 2026 is shaping up to be a very flavorful, nutritious year. Happy eating!



Global Cuisine Drives Growth as Retailers Seek Younger Consumers

By Michelle Stangler

Global sales have remained flat in recent years, but the category is still a key driver of growth for retailers.

Global foods—responsible for 82% of industry expansion but also helping retailers connect with younger consumers through flavor, and functionality.

That growth, he explained, is tied closely to the health-forward attributes of global foods.

“The products that are doing well are the healthier-for-you options,” Lenzi noted.

Lenzi noted that the COVID-19 pandemic

has driven consumers to be adventurous, experimenting with new flavors and cuisines.

Health-forward attributes are another key driver. Products with digestive health benefits grew more than 17% year over year in the global category, while plant-based ingredients are up nearly 14%.

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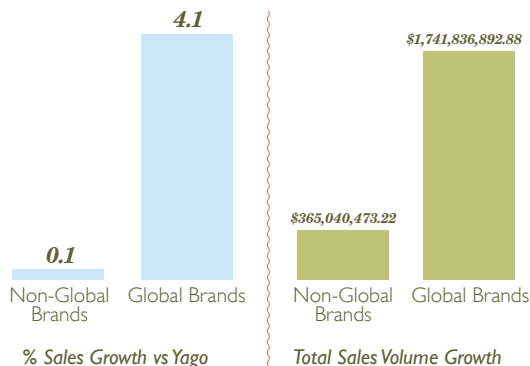
Health-forward attributes are another key driver. Products with digestive health benefits grew more than 17% year over year in the global category, while plant-based ingredients are up nearly 14%.



Nick Lenzi
Lipari Foods
Senior Vice President
of Marketing



State of Global Foods



Global brands are going more quickly than their non-beverage, taking 82% of all growth over the past 52 weeks.

How does SPINS define a Global Brand?

A brand that is sold in multiple countries and has a significant presence in at least one international market.

LIPARI

How Grocers Can Support Shoppers' Protein Goals

By Emilie Williamson, MBA, RDN



health-focused food trends. Protein, a nutrient that has been the focus of much research, is a key component of a healthy diet. Protein is essential for building and repairing tissues, making enzymes and hormones, and supporting the immune system. It also helps with satiety, which can aid in weight management. As consumers become more health-conscious, the demand for high-protein products is growing. Grocers can support this trend by offering a variety of protein-rich options, from lean meats and fish to plant-based alternatives and protein supplements.

Protein is a macronutrient that is essential for the body to function properly. It is made up of amino acids, which are the building blocks of life. There are 20 different amino acids, and the body needs all of them to stay healthy. Some amino acids are essential, meaning the body cannot produce them and they must be obtained from food. Others are non-essential, meaning the body can produce them on its own. Protein is found in a wide variety of foods, including meat, fish, eggs, dairy, and plant-based sources like beans, lentils, and tofu.

The Recommended Dietary Allowance (RDA), is 0.8 grams per kilogram of body weight per day. For example, with aging populations there's research suggesting 1.2 grams

benefit consuming closer to 1.6 grams of protein per day. This is especially true for older adults, who may have a harder time absorbing protein from food. Grocers can help by offering products that are easy to eat and digest, such as smoothies, soups, and pre-cooked meats.

Protein is also important for muscle health. As we age, we lose muscle mass, a condition known as sarcopenia. This can lead to weakness, falls, and a higher risk of disability. Eating enough protein can help slow down this process and keep muscles strong.

Your Weight in Pounds / 2.2 (to convert to KG) x 0.8

to locate the item(s) on their list, along with how to utilize these new protein-rich products. Grocers can also offer advice on how to cook and prepare these foods to maximize their nutritional value.

Protein is also important for bone health. It helps to build and maintain bone density, which is important for preventing osteoporosis. Grocers can support this by offering a variety of protein-rich foods that are also good for bones, such as dairy products, fish, and legumes.

nutrient-dense single-serving meals. For example, adding peanut butter (7 grams per 2 Tbsp*) on high-fiber toast at breakfast or as a mix-in to ice cream can help support their needs while appealing to their tastes. Mixing peanut butter with fruit and yogurt is another easy option. Grocers can also offer pre-made protein bars and smoothies for those who are short on time.

the store. For example, if a shopper in a rush is looking for a quick meal, a protein bar might be a good option. Grocers can also offer advice on how to use these products, such as how to store them and how to incorporate them into meals. For example, a protein bar can be eaten as a snack or added to a smoothie.

trying to find meat jerky or other lower-carbohydrate options (like broccoli, cauliflower, and cabbage), bell pepper, and zucchini. Grocers can also offer advice on how to use these products, such as how to store them and how to incorporate them into meals.

Protein is also important for heart health. It helps to lower cholesterol and blood pressure, which are risk factors for heart disease. Grocers can support this by offering a variety of protein-rich foods that are also good for the heart, such as fish, poultry, and legumes.

generalized information; encourage you (and your shoppers) to connect with a registered dietitian or other healthcare professional for personalized advice. Grocers can also offer advice on how to use these products, such as how to store them and how to incorporate them into meals.

Protein is also important for skin health. It helps to build and maintain skin tissue, which is important for preventing wrinkles and other signs of aging. Grocers can support this by offering a variety of protein-rich foods that are also good for the skin, such as fish, poultry, and legumes.

Protein is also important for hair health. It helps to build and maintain hair tissue, which is important for preventing hair loss and other hair problems. Grocers can support this by offering a variety of protein-rich foods that are also good for the hair, such as fish, poultry, and legumes.

Use the formula below to calculate your estimated protein needs:

$$\begin{aligned} &[\text{Your Weight in Pounds}] \\ &\div \\ &2.2 \text{ (to convert to KG)} \times 0.8 \end{aligned}$$



Thank you 2025 Wisconsin Grocers Association *Board of Directors* for your leadership!



*A new year means new resolutions
from some board members.*

time relaxing with my family.”

- **Steve Burkhardt**
Hometown Grocers Inc.
WGA Chair

20–30-minute walk.
experiences, even for
out of bed to my first alarm
and work out five times per

- **Paul Frey**
Certco, Inc.
WGA Board Member

first — ensuring my
efficient, and reliable
experience.”

- **Isaac Nilssen**
Nilssen's Foods
WGA Board Member

connection, and expansion.

- **Dave Ausprung**
Sendik's Food Market
WGA Secretary/Treasurer

time relaxing with my family.”

- **Lars Batzel**
Coborn's Inc.
WGA Board Member

connection, and expansion.

- **Tegan Counihan**
Main Street Market Piggly Wiggly
WGA Board Member

- Nick Lenzi
Lipari
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- Jeff Maurer
Maurer's Market
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- Emilie Williamson
Roundy's Supermarkets
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- Keith Zuehlke
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- Robert Rothove
Associated Wholesale Grocers, Inc.
WGA Board Member

- **John Wild**
SpartanNash
WGA Board Member

2026

Tegan Counihan is the co-owner of Main Street Market Piggly Wiggly, a family-owned grocery group with locations in Waunakee, Lodi, Milton, and Poynette. With a passion for community, innovation, and hospitality, she is dedicated to creating world-class shopping experiences while supporting local initiatives and nonprofits. Tegan is known for her hands-on leadership, creative event planning, and commitment to giving back—whether it's through WaunaBoom, Care Closet drives, or unique in-store events that bring people together. She serves as president of the Waunakee Area Chamber of Commerce and as a board member of the Piggly Wiggly Owner's Association. Tegan was awarded Best Innovative Marketing, and Main Street Market Piggly Wiggly was recognized by Progressive Grocer as one of the Best of Independents under her leadership. Tegan and her family live in Wisconsin, where she balances business growth with raising her children and fostering future leaders in her community.

Dr. David A. Clark

Brian Pleva and his wife, Vanessa, live in Milwaukee's Alverno neighborhood where they are raising their 3-year-old daughter, Araceli, who enjoys accompanying them on trips to the grocery store. Pleva has been a registered lobbyist in Wisconsin and other states since 2011, most recently for Molson Coors, but also in the life insurance industry and education reform movement. Prior to that, Pleva worked for legislators in both the Wisconsin State Assembly and Senate for 12 years. You'll be happy to know that he worked as a dairy and frozen foods stocker at the Mount Pleasant, Wisconsin Pick 'n Save while he was home from college during the summer of 1995!

Isaac Nilssen has been working in the grocery industry from as young as eight years old when he was old enough to bag groceries and would get paid a Dairy Queen Blizzard if he did a good enough job. He worked throughout high school and college running a produce and meat department in one of Nilssen's smaller stores. After engaging in Wisconsin's grocery industry that way for a couple of years, he moved up to center store manager for the entire company. Then, he transitioned to the director of smokehouse operations at the Nilssen's Clear Lake location. After these opportunities, it led him to apply to serve as store director at a few locations, and he landed the store director job in Ellsworth, Wisconsin. He has been running the store since December 2024. Nilssen takes pride in learning new things every day. While some days there are challenges, he truly enjoys being in this role and in Wisconsin's grocery industry. His dream is to own and run Nilssen Group some day and continue to give glory to God through servant leadership.

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 V L J T R Y M X H D I R W W D S W Q

Find the answers in the Friday, February 13th President's Letter.

1. What is the first name of the newest chair of _____
2. For the first time, the dietary guidelines advise _____ with artificial flavors, colors, or non-nutritive _____
3. In what month was the final penny produced by _____
4. What is the next event on the Wisconsin _____
5. _____
6. If 2025 was all about protein, 2026 may be the _____
7. _____, _____ practical implementation expectations.

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Around the State



Fox Bros. Piggly Wiggly Celebrates Employee Anniversaries and Honors Longtime Team Member's Retirement:

Fox Bros. Piggly Wiggly celebrated employee anniversaries and honored a longtime team member's retirement. The company celebrated 20 years of many marking their first three years.

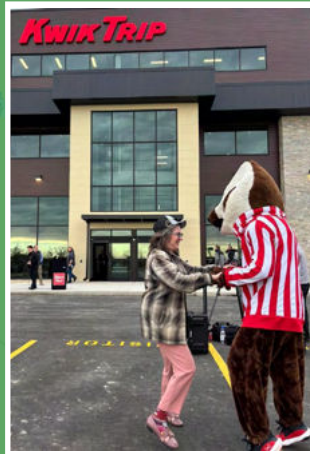
Casey's Steps Up:

Casey's stepped up to the plate, donating \$100,000 to Feeding America to help feed the hungry.



Laatsch's Piggly Wiggly Celebrating 150 Years in 2026:

1876 by Nicholas Marx. Kewaskum, five generations of the Marx, Geidel, celebration kicked off on January 21st with a tribute to third-generation owners Harold "Mixie" Eleanor Marx, the business in 1956.



Kwik Trip Opens New Distribution Center in DeForest to Support Growing Store Network:

DeForest with a ribbon-cutting ceremony. 350 stores, will streamline continued expansion across the region.



Community of Businesses Came Together at Campbell's Piggly Wiggly:

More than 25 local businesses came together at Campbell's Piggly Wiggly. Angie Arn, Kristel Reilly, Justin Campbell.



Festival Foods Turkey Trot Tradition:

Festival Foods Turkey Trot Tradition is a fun way to kick off Thanksgiving with a 2-mile walk, 2-mile dog jog, or timed 5-mile run in multiple Wisconsin communities. Proceeds benefited the Festival Foods Foundation.

Around the State



Community Donates to 'Stuff the Squad': [redacted] & [redacted] Car" effort usually brings in about 400 pounds [redacted] 2,000 [redacted]



Festival Foods Celebrates the Holiday Season: [redacted] 19th annual Festival [redacted]



The free, family-themed event was at the Lambeau Field Atrium [redacted]



Hansen's Market IGA Opens in Tomah: [redacted] December with a meet-and-greet, remarks, photos, and a lunch. The grand [redacted] giveaways, and Fresh Perks loyalty sign-ups.



Nilssen Group Celebrates New Leaders: [redacted] graduated 13 [redacted] **Brad Brayshaw,** [redacted] 20-week course, Aisles to Excellence: Developing [redacted]

[redacted] and Financial Acumen, with weekly hands-on, actionable work. Participants represented nine of Nilssen Group's 18 locations across Wisconsin and [redacted]



Hy-Vee Opens Store in Wausau: In mid-November, Hy-Vee officially opened a new store in Wausau, taking over the [redacted] 18th Ave. This marks the company's 10th store in Wisconsin. [redacted] **Michelle Stangler** [redacted] **Jacob Dryer** [redacted]

Trig's Helps Bring in Cheer: [redacted] filled with holiday fun, including cookie [redacted]



Many Holiday Celebrations Found Across Wisconsin's Grocery Stores: [redacted] Sentry Delafield's Elf on the [redacted] its customers for 100 years [redacted]



Progressive Grocer 2025 Impact Awards: These awards recognize grocery retailers and suppliers making

positive impacts in their communities. The awards are presented in three categories: Community Service, Workforce Development, and Educational Support.

Sendik's Food Market: Recognized for community service, Sendik's raised nearly \$200,000 in 2024 to

support the Stars & Stripes Honor Flight. The award was presented to Sendik's by the Progressive Grocer Association.

Hy-Vee: Honored for workforce development, Hy-Vee introduced enhanced employee benefits including free weekend meals, expanded parental leave, and no-cost access to primary care.

ALDI: Recognized for community service, ALDI donated over 100,000 pounds of food to local food banks in 2024.

UNFI: A multiple-award recipient, UNFI was recognized for community impact and ethical supply-chain practices.

SpartanNash: Recognized for educational support, SpartanNash awarded 15 \$5,000 scholarships through the Our Family Scholarship program.



WGA Staff Visiting Wisconsin's Grocery Industry

You can find WGA staff helping share and amplify what Wisconsin's

grocery industry is doing well. WGA staff members **Jessica Hoover**, **Mike Semmann**, **Kristie Maurer**, **Kendra Pahnke**, and **Michelle Stangler** visited a Hy-Vee store opening in Wausau!

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Kristin Popp

Recognized as 2026 Woman of the Year for Leadership in Grocery Industry

By Michelle Stangler



Kristin Popp, executive vice president at WMA, is the 2026 Woman of the Year for Leadership in Grocery Industry. The award was established in 1996 to recognize outstanding women in the industry.

Popp has spent the past six years helping WMA grow its membership and impact in the grocery industry.

Her involvement with the group began in 2016 at her first NGA Show. Early in her career, she participated in a session moderated by the then-president.

That vision has led to significant growth, including both virtual and in-person events, and 500 members.

Reflecting on her journey, Popp offered simple advice for other women in the industry.

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Popp's Women Grocers of America podcast, "Grocery From Her Seat"

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Spotlight



Valley Cooperative Association

ALL NEW! Dubai Chocolate Cookie

This all-new Dubai Chocolate Cookie is exclusive only to Valley! These decadent treats feature a rich chocolate cookie pre-filled with luscious pistachio filling for the dessert experience.

Peanut Cake Squares

Experience pure indulgence with their

peanuts, delivering that perfect sweet-and-salty balance in every bite. These

Cream Puffs

generously filled with rich cream, and treat is the perfect finishing touch to your

Certco, Inc.

Caramel M&M's Pop'd

Mars is expanding its Pop'd platform with Caramel M&M's Pop'd, a bite-sized, freeze-dried candy that delivers a crunchy texture and a light Caramel M&M's flavor while offering a differentiated texture designed to

Reese's Oreo Candy

Following a successful limited-time debut, Reese's Oreo Candy is transitioning into a full-time offering. The collaboration pairs Reese's everyday item in multiple formats, including standard bars, front-end instant consumables, miniatures, and fun-size bags.



SpartanNash

senses with authentic flavors and a fresh take on the finest ingredients, turning every bite into an experience to be remembered. Finest Reserve



Palermo's

Everything you love about our loaded Breadstix — now with two new flavors: Cheesy Marinara, a zesty classic marinara blended with Parmesan and Romano for rich, cheesy flavor; and Garlic Parmesan, brushed with buttery garlic and finished with savory herbs, served



Prairie Farms

Prairie Farms has launched its All-Natural Sour Cream in a convenient squeeze bottle, offering the same award-winning taste in an easy, no-spoon format. Made with all-natural ingredients and no artificial growth hormones, the product delivers mess-free use with consistent quality. The 12-oz. squeeze bottle brings added convenience and



Reyes Coca-Cola

Reyes Coca-Cola Bottling is launching Coca-Cola Cherry Float, a new flavor. The product features the classic Coca-Cola taste paired with cherry flavor and a smooth, creamy finish.



Coca-Cola Cherry Float will be offered



Anheuser-Busch

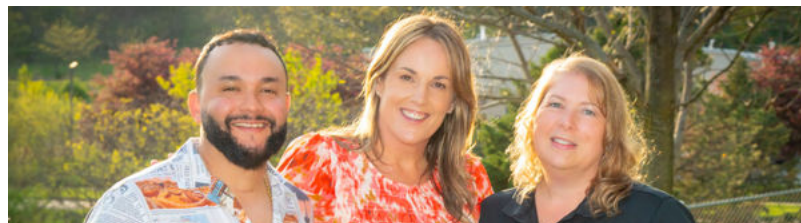
Michelob ULTRA is expanding its non-alcoholic portfolio with Michelob ULTRA Zero Lime, a flavored alcohol-free beer offering a light lager profile with lime flavor and a crisp finish. Brewed with real lime, the product contains 0.0% ABV and 39 calories per

Michelob ULTRA Zero Lime will be available nationally in 6-pack glass bottles, with select markets offering 12-pack cans, providing retailers with multiple format options within the growing non-



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