



The
2023

Supermarket

★ **AWARDS** ★

Let's hear it for
the most exciting
new finds on the shelf!

BY CAROL LEE



★ **Wackiest New Campfire Treat** ★



Jet-Puffed Color Changers Marshmallows

A secret ingredient transforms the pink and blue marshmallows into orange and green after about 10 seconds over a fire.

★ **Cheesiest New Arrivals** ★



Kraft Singles Ultra Thick and Extra Thin

There's a slice for every sandwich mood! One is 50 percent thicker than a regular Single and the other has 30 percent fewer calories.

★ **Best New Fix for Midnight Snackers** ★

Sweet Dreams

These cereals have a satisfying crunch and potential sleep benefits too: They contain vitamins and minerals meant to boost melatonin, the so-called sleep hormone.



★ **Most Exciting New Ways to Get Your Veggies** ★

Dr. Praeger's Cauliflower Broccoli Veggie Fries

They're air fryer-friendly and flavored with garlic, onion powder and chili powder.



Good & Gather Zucchini Spirals in Brown Butter Sauce

This fresh take on zoodles goes from freezer to plate in minutes. Heat it up on your stovetop or in a microwave.



P.F. Chang's Home Menu Microwave Sides

Enjoy restaurant-inspired flavors at your own table with dishes like teriyaki broccoli and chili garlic edamame.



★ **Most Convincing New Fake**

Crafty Counter WunderEggs

They look and taste like hard-boiled eggs but they're made with nuts and coconut milk. Try them as a topping for salads, avocado toast and ramen.



★ **Best New Restaurant Release**



Wendy's Chili

It's the hearty chili that fans know and love from the fast food chain, in a can!

★ **Coolest New Candy Collab**



Snack Pack Starburst All Pink Juicy Gels

This jiggly treat from the beloved chocolate pudding maker tastes just like the most popular Starburst flavor, strawberry.

★ **Coollest New** ★
Twist on Iced Tea



Brisk Blood Orange

Attention iced tea fans: Orange you glad there's a new citrusy blend to try?

★ **Most Thrilling** ★
New Product for Pickle People



Hidden Valley Pickle Ranch

The sour taste of pickles takes this iconic dressing to a whole new level of tangy. TikTokers inspired it when they added Hidden Valley Ranch seasoning to jars of pickles.

★ **Most Exciting** ★
New Rice



Somos Mexican Street Corn White Rice

This easy-prep side dish has all the amazing flavors of elote.



★ **Smartest New Eco Snack** ★
Rancho Meladuco Date Farm Grinders

These pint-size cups are full of rescued "ugly" dates that taste great whether you're cooking, baking or just snacking.

★ **Best New Dessert Hybrids** ★



Hostess Kazbars

You'll get candy and cake in one bite: These have chocolaty layers of cake, creme and candy crunch and a chocolate coating to seal the deal.



Entenmann's Ice Cream Sandwiches

This company's first product in the freezer aisle is pretty sweet: Flavors are based on bestsellers like their glazed doughnuts.



Magnolia Bakery Banana Pudding Cookies

These soft-baked cookies are filled with bananas and wafers just like the bakery's famous banana pudding.

★ **Sweetest New** ★
Ways to Eat Cereal



Apple Cinnamon Frosted Pop-Tarts

The beloved cereal has been transformed into a toaster pastry.



My/Mochi Ice Cream Cereal & Milk

The mochi trend continues with this new take, made with ice cream that tastes like sweet cereal milk.

★ **Best New** ★
Mix-In for Bakers

Nestlé Toll House Caramel Morsels



We've had white chocolate and butterscotch chips for years—it was about time for caramel to arrive!



★ **Cutest New Snack** ★
Reese's Dipped Animal Crackers

Animal crackers taste even better when they're coated with a thin layer of peanut butter and chocolate.



HOT STUFF

We're all fired up for these new products.

Cheetos Crunchy Flamin' Hot Tanga Chili Fusion

Fans of Cheetos Flamin' Hot flavor will warm right up to this tart, slightly sweet take.



Popcornopolis Takis Fuego

Takis devotees will love this popcorn; it's dusted with the same orange-red powder.



Good & Gather Plant-Based Meatless Chick'n Meatballs with Buffalo-Style Sauce

Chicken meatballs with Buffalo sauce are a great game-day app, and everyone can dig into these veggie versions.



Impossible Spicy Chicken Nuggets

Hold the hot sauce! These meatless nuggets have a serious kick on their own.



Campbell's SpaghettiOs Spicy Original

These O's made with Frank's RedHot were created with heat-loving adults in mind.



Jack Link's Doritos Spicy Sweet Chili Beef Jerky

This jerky is covered in the same spicy-sweet chili dust as the popular Doritos.



Heinz Spicy Ketchup

Try ketchup with a hit of chipotle (medium hot), jalapeño (hot) or habanero (really hot).



Cholula Smoky Chipotle Salsa

Fire-roasted tomatoes, tomatillos and peppers come together in this salsa from the famous hot sauce maker.



Birds Eye Buffalo Cauliflower Dip

Pair this creamy dip with your chip of choice for a satisfying snack—and a small serving of cauliflower!

UNPAID ENDORSEMENTS

Food Network stars gush about their favorite supermarket buys.

Jeni's Ice Cream is a must. The Salty Caramel is unlike anything I've ever had—it's salty, toasty and irresistibly smooth.

—Kardea Brown



I always need to be stocked up on **Snack Factory Everything Pretzel Crisps**—I love them with different dips.

—Brooke Williamson



When I'm shopping, I'm thinking about my family! **Dan-O's Seasoning** is great for adding quick flavor to meals that feed the 10 of us.

—Darnell Ferguson



I pick up plain Greek yogurt—**Chobani or Fage**—because yogurt is the duct tape of dairy products! You can use it as a sub-in for many other dairy products.

—Molly Yeh



Rao's Homemade Marinara is a staple in our house. It's the ultimate multitasker for spaghetti and meatballs or lasagna and it works as pizza sauce in a pinch.

—Jet Tila



Triscuits are my absolute favorite cracker. I put dijon mustard, a slice of extra-sharp cheddar cheese and cornichons on top—it's my go-to snack.

—Anne Burrell

