Transaction News

Trick or treat.

- Technically it’s not a CPG deal, but Kroger’s plan to buy Albertsons for $25 billion is certainly relevant news.

- Mondelez paid $2.9 billion for Clif Bar. The business will continue to operate out of Emeryville, California.

- Valvoline sold their CPG business for $2.7 billion to Aramco, a Saudi Arabian oil company. The new owners will keep the Valvoline brand name, while the seller will focus on retail automotive services.

- PepsiCo paid $550 million for an 8.5% stake in Celsius Holdings, maker of Celsius energy and fitness beverages. Pepsi will also become the brand’s distributor, both in the US and globally.

- Church & Dwight is paying $630 million for Hero. Their Mighty Patch brand is #2 in acne treatment, with sales of $115 million.

- Nestlé is buying the Seattle’s Best brand from Starbucks. They have owned the brand since 2003.

- LVMH and their Moët Hennessy subsidiary bought Joseph Phelps. The winery is known for chardonnay and pinot noir.

- Heineken bought a majority stake in Long Chuan Zuan. It makes them the first big beer company with a brewery in Taiwan.

- Speaking of beer, Maui Brewing bought Modern Times, a craft brewer in San Diego. The price was $15 million.

- Kraft Heinz sold their powdered cheese business to Kerry for $108 million. But since it is a B2B business, we care very little.

- L’Oreal bought Skinbetter Science, a skincare brand available through dermatologists, plastic surgeons, and medical spas. Revenue is $95 million.

- Arva Flour Mills bought the Red River hot cereal brand from Smucker.

- Flowers Foods invested in Base Culture and its gluten-free, grain-free bread. Emil Capital has been the lead investor.
Diageo bought Mr Black, a fast-growing coffee liqueur brand from Australia. They first invested in 2015.

Speaking of booze, Pernod Ricard is buying Codigo 1530 Tequila. Country singer George Strait is a co-founder.

Constellation Brands sold six mainstream wine brands to The Wine Group. It reflects Constellation’s focus on the premium tier.

Tupperware sold their Nutrimetics skincare brand to New Image Group.

Premium Brands bought King’s Command, a cooked protein company. They also bought the other 50% of Golden Valley Farms, a deli meat company.

Hedge fund Elliott Management is complicating the bid by Philip Morris to acquire smokeless tobacco company Swedish Match. Elliott has acquired a stake that may raise the acquisition price.

Private equity deals have slowed, but firms continue to be active buyers and sellers:

Kelso and their Eagle Foods portfolio company bought Hamburger Helper and Suddenly Salad from General Mills. Their combined revenue is $235 million.

Atlas Holdings bought Foster Farms, the $3 billion chicken company. The deal ends 83 years of family ownership.

New Water Capital bought Klosterman Bakery. The Cincinnati bread and baked goods company is strongest in the Midwest.

Entrepreneurial Equity Partners (e2p) acquired Roskam Baking as an add-on to Organic Milling. Both are contract packers for leading brands.

Meanwhile, e2p bought Freeze-Dry Foods from Cumming Capital. The company is a contract manufacturer of, well, freeze-dried foods. It will be added to Thrive Foods.

Europe-based Investindustrial paid $950 million for TreeHouse’s $1.6 billion private label prepared foods business.

Sycamore Partners bought A to Z Wineworks, a top Oregon winery, to combine it with Chateau Ste. Michelle.

Encore Consumer Capital bought Bake Crafters as an add-on to Murry’s. They make breakfast and other baked goods, selling primarily to schools.

Topspin Consumer bought Barefoot Scientist, a maker of foot care treatments and tools. It is an add-on to Japonesque.

North Castle Partners led a $165 million growth equity investment in Therabody, makers of the Theragun massage device. Firms representing Kevin Hart and Aaron Rodgers also invested.

Alpine Investors and their Antelope pet wellness platform bought Ark Naturals. The brand has over 70 SKUs in dental, hip/joint, skin/coat, senior, and wellness.

Satori Capital invested in Redbud, an incubator of better-for-you CPG brands.

McCarthy Capital invested in Caraway, a maker of non-toxic and design-forward kitchenware and home goods.
Among earlier stage companies:

- **Liquid Death** raised $70 million in a new funding round that values the company at $700 million. Call us old-fashioned, but that’s a lot to pay for water in beer cans.

- **Eclipse Foods** raised a $40 million series B round, led by **Sozo Ventures**. They make plant-based dairy products.

- **HappyVore** raised $35 million in a round led by **Invus**. The money will buy the largest vegan meat factory in France, but mostly we just love the name.

- **Path** raised $30 million in a series A round. They sell water in recyclable aluminum bottles.

- **Maev**, the first human-grade raw dog food brand, raised $10 million. It was led by **VMG**.

- **Auro Bora**, a flavored sparkling water brand, closed a series A round. It was led by **Siddhi Capital**.

- **Cloud Water**, a beverage brand with functional ingredients like CBD, raised $5 million as part of a series A round.

- **Canyon**, a German bike company, received a $30 million investment from some guy named **LeBron James**.

- **Current Foods**, a plant-based seafood company, raised $18 million in seed money. Investors include NBA star **Chris Paul**.

- **Onda** raised $12 million in growth funding, led by **Aria Growth Partners**. They make a tequila-based seltzer.

- **Tyson 2.0**, a cannabis company created by **Mike Tyson**, raised $9 million in series A funding. As a tribute to his bout with **Evander Holyfield**, the products include ear-shaped edibles called **Mike Bites**.

- **Cake** raised $8 million in a series A round. The fast-growing sexual wellness brand can now be found at CVS, Target, and Walmart.

- **Chamberlain Coffee** raised a $7 million series A round. The brand was founded by YouTube star **Emma Chamberlain**.

- **Positive Food** raised $7 million to go after the fresh prepared foods market. They are in Whole Foods and other retailers.

- **Ogee**, an organic beauty brand, raised $7 million in a series A round. It was led by **Birchview Capital**.

- **Steeped Coffee** raised $5 million via crowdfunding. Their compostable single-serve packaging is similar to tea bags.

- **Munk Pak** raised $5 million in growth funding. It will help expand distribution of their low-sugar, keto-friendly snack bars.

- **De Soi**, a non-alcoholic wine and spirits brand, raised $4 million in seed funding. Pop star **Katy Perry** is a co-founder.
Red Clay raised $3 million in seed funding to grow distribution of their hot sauce brand. It was led by Curate Capital.

CleanO2 raised $2 million in a second seed round. They capture “fugitive carbon” from commercial HVAC systems, then somehow turn it into cleaning products like shampoos.

Caliwater, a cactus water startup, raised $2 million to expand nationally. Investors included athletes, actors, and musicians.

Blume, a Canadian superfood company, raised $2 million for broader US expansion.

Pureboost, the #1 clean energy drink on Amazon, raised $2 million via crowdfunding.

KatKin, a DTC fresh cat food brand that launched in 2021, raised a $22 million series A round that included Verlinvest.

Spice startup Diaspora raised $2 million to hire people and open a new plant in India.

 Appearing soon on a stock exchange near you:

Obagi Skincare and Milk Makeup finally went public as Waldencast in their SPAC deal. Main Post Partners owned Milk Makeup.

Chobani canceled their IPO plans. It was originally planned for 2021, and then was delayed earlier this year.

Kellogg will split into three companies in 2023. The largest will be the snacks business at $11 billion, followed by cereals at $2 billion and plant-based foods.

Grove Collaborative went public in a SPAC deal, which used to be all the rage. The company makes eco-friendly cleaning and beauty products.

As J&J prepares to spin off their CPG business in 2023, they named it Kenvue. Supposedly it refers to knowledge and sight.
COURTROOMS AND BUREAUCRACY

No treats for anyone wearing a lawyer mask.

- We are grabbing popcorn to watch the court fight between Ben & Jerry’s and parent company Unilever. The ice cream brand sued to block sales in West Bank settlements, saying it runs counter to their social mission values.

- That drama starts as the chicken price-fixing case ends. The DOJ failed a third time to get a conviction of five executives, and charges were dropped against two others.

- Two of Paul Newman’s daughters sued the foundation behind Newman’s Own, saying his wishes are not being honored. A key concern: their pay was halved to $200,000.

- Juul Labs agreed to pay over $438 million to 33 states and Puerto Rico. It resolves allegations they marketed e-cigarettes to underage users. Meanwhile, the company may be preparing for a Chapter 11 filing.

- Speaking of tobacco, the FDA plans to propose eliminating almost all nicotine in cigarettes. The actual plan is a year away, and it will be challenged.

- The Supreme Court declined to hear Bayer’s bid to end thousands of lawsuits alleging Roundup causes cancer. In more positive news, the company won five straight jury trials over the past few months.

- A federal judge ruled in favor of KIND in a class action suit. Some agitators sued in 2015, alleging the labels on some snack bars were deceptive. A pivotal point in the ruling: there is still no objective definition of what “all natural” means.

- A federal judge rejected a DOJ suit that attempted to block U.S. Sugar’s acquisition of Imperial Sugar.

- Revlon filed for chapter 11 bankruptcy. They narrowly avoided a similar fate in 2020, but this time owner Ron Perelman was unable to bail them out.

- The Treasury Department is considering new labeling rules for alcoholic beverages. They could require info about serving size, calories, and alcohol content.

- Well, so much for that whole vegan thing. The COO of Beyond Meat was charged with felony battery after biting a man’s nose in a road rage incident. He was eventually fired.

EXPANDING AND CONTRACTING

Obviously, we prefer the former.

- Lego is building a $1 billion factory near Richmond. When it opens in 2025, it will employ over 1,700 people.

- Tyson is closing their offices in Chicago and South Dakota. They will consolidate the beef and prepared foods businesses at their Northwest Arkansas headquarters.

- There’s trouble in plant-based faux meat. Impossible Foods is cutting 6% of their workforce, and Beyond Meat is cutting 200 jobs. Meanwhile, JBS is closing their Planterra Foods subsidiary.

- The job market has shown signs of cooling, but there were still 263,000 jobs added in September. As always, we handled a tiny – but important – share of them.
CEOs

- Laxman Narasimhan is joining Starbucks as CEO. He was leading Reckitt Benckiser, with earlier roles at PepsiCo.
- Donnie King joined Foster Farms as CEO. He was at Tyson, so he knows a thing or two about chicken.
- Howard Friedman is joining Utz Brands as CEO. He was at Post Holdings and Kraft Heinz.
- Esi Seng joined Tate’s Bake Shop, a subsidiary of Mondelez, as CEO. She was at Tom’s of Maine and Colgate.
- Andy Reichgut joined Dr. Praeger’s Sensible Foods as CEO. He was at Upfield, New Classic Cooking, Pinnacle Foods, and Mars.
- Bruce Weiss joined Goli Nutrition as CEO. He was Church & Dwight, Parmalat, and Kraft Foods.
- Rob Sarlls joined Rocky Mountain Chocolate Factory as CEO. He was at Wyandot Snacks and J.B. Sanfilippo.
- Jessica Klodnicki joined KT Tape as CEO. She was at Skullcandy, Vista Outdoor, and Mizuno.
- Piyush Jain joined Maesa, a beauty brand incubator, as CEO. He was at Hand In Hand Soap and Unilever.
- Mike Harrington joined Master Cutlery as CEO. He was at Polar, Timex, and InBev.
- Brendan Taylor joined Bee’s Wrap as CEO. He was at The Laundress, Seventh Generation, and J&J.
- Nancy Pak joined Walden Local Meat as CEO. She was at Mondelez and Colgate.
- Jeff Ahlers joined Murry's as CEO. He was at La Tortilla Factory and Ralcorp.
- Azania Andrews joined 1440 Foods, the makers of Pure Protein bars, as CEO. She was at AB InBev.
- Kim Kardashian has a new gig, joining a Carlyle partner to form a new private equity firm called SKKY Partners. Their focus area includes consumer products.

A number of moves failed to utilize a highly-skilled executive recruiter. Or our competitors.

- Mars named Poul Weihrauch as CEO, succeeding the retiring Grant Reid. The 22-year company vet ran the pet business.
- Kellogg named Gary Piñick as CEO of North America Cereal Co., one of three businesses being spun off in 2023. He is a 22-year company veteran.
- Lactalis Group promoted Bill Cassidy to CEO of the US business, which includes Stonyfield Farm yogurt. He ran sales.
- Very Good Food promoted Parimal Rana to CEO. He was the VP of operations.
- Zevia promoted Amy Taylor from president to CEO. They make zero sugar beverages.
- Glossier promoted Kyle Leahy to CEO. She was the chief commercial officer.
- The Wine Group, the #6 winery in the US, promoted John Sutton from CFO to CEO.
- Halo Collective promoted Katie Field to CEO. She was president of the cannabis company.
- Just Born named David Shaffer and Chip Jett as co-CEOs. They are part of the family that owns the candy company.
Andrea Zahumensky joined Kimberly-Clark as president of North American personal care. Her experience includes 20 years at P&G.

Alanna Cotton joined Ferrara as president of North America. She was at Coca-Cola, Samsung, PepsiCo, and P&G.

Rogier Smeets joined Tropicana Brands to run Europe. He was at Unilever.

Jon Schaefer joined Tupperware as GM of multi-channel expansion. He was at Spectrum Brands, Smucker, Conagra, J&J, and SCJ.

Kevin McAdams joined Perdue Foods, the poultry and pork processor, as president. He was at Jack Links, Schwan’s, Pabst Brewing, Red Bull, Coca-Cola, and Frito-Lay.

Drew Vogel joined B&G Foods as president of their meals business. He was at 8th Avenue Food, Energizer, TreeHouse Foods, and McKinsey.

Bruce Jacobson joined hydration company BioSteel as president. He was at Constellation Brands for years.

Doug Radi joined Sweet Loren’s, makers of allergen-friendly cookie dough, as president. He was at Rudi’s Organic, WhiteWave, and Frito-Lay.

Mike DeLaet joined Mattel as the global head of gaming. He has worked in the games industry for about 15 years.

Christian Chopra joined Scotch Porter, a male grooming business, as president. He was at Henkel and L’Oréal.

David Taylor joined PE firm Clayton Dubilier & Rice as a senior operating adviser. He was P&G’s CEO.

Steve Young joined Manna Tree, an investment firm focused on healthy living, as a managing director. He was at Bellesio Foods and General Mills.

Other moves failed to support the vital headhunter sector of our economy:

Coca-Cola promoted John Murphy to president while retaining his CFO responsibilities. They also named Jennifer Mann as president of North America.

Diageo promoted Debra Crew to global COO, with Claudia Schubert succeeding her as North American president. In turn, Gregorio Gutierrez succeeds Schubert as president of US spirits.

Hormel unveiled a new structure. Deanna Brady will run consumer retail, Mark Ourada will run foodservice, and Swen Neufeldt will run international.

Tyson named Amy Tu as president of international and Stewart Glendinning as president of prepared foods.

B&G Foods named presidents of three newly-created business segments. They are Jordan Greenberg (spices & seasonings), Ellen Schum (specialty), and Kristen Thompson (frozen & vegetables).

Beiersdorf named Florian Wolfram as GM of their Canadian business. He was leading sales in Germany.

Estée Lauder named Justin Boxford as global president of the Estée Lauder brand, after running La Mer. They also named Amber Garrison to run Origins and Corey Reese to run Bumble and Bumble.
### People News...Continued

#### Sales and Marketing

- **Drew Panayiotou** joined *Pfizer* as global CMO. His CPG history includes *Coca-Cola*, *Hershey*, *Kodak*, *Dr Pepper/7Up*, and J&J.

- **Yuri Hermida** is joining *Sovos Brands* as chief growth officer, overseeing sales and marketing. He was at *Reckitt* and *P&G*.

- **Joe Oliveri** joined *Death Wish Coffee* as chief sales officer. He was at *Glanbia*, *Wholesome Sweeteners*, *Beiersdorf*, and *Dannon*.

- **Jenn Reeves** joined *Stanley*, the drinkware company, as global VP of marketing. She has worked in footwear and at a catalog/ecommerce company.

- **Ray Faust** joined *Oliver Winery* as chief commercial officer. He was at *Crook & Marker*, *Heineken*, and *Coca-Cola*.

- **Bob Davenport** joined *Pre Brands*, a better-for-you meat company, as chief sales officer. His industry background includes *Cooks Venture* and *Tyson*.

- **Scott Blazek** joined tequila company *Casa Del Sol* as chief growth officer. He was at *Breakthru Beverage* and *Heineken*.

- **Matt Blevins** joined distiller *Heaven Hill Brands* as CMO. He was at *Brown-Forman*.

- **Allyson Borozan** joined *Bob’s Red Mill* as SVP of marketing. She was at *Kellogg* and *Alberto Culver*.

- **Robyn DeFina** is joining *Sweet Loren’s* as SVP of marketing. She was at *Sugar Bowl Bakery*, *Once Upon A Time*, and *Annie’s*.

- **John Brock** joined *Carolina Pride Foods*, a processed meat company, as VP of sales. He was at *Sauer Brands*, *Oberto Sausage*, and *Sara Lee*.

- **Andrew Ford** joined *Rocky Mountain Chocolate Factory* as VP of sales and marketing. He was at *Snack It Forward*, *Wyandot Snacks*, and *Monster Energy*.

- **Purple** joined *Mars* as the first new *M&M’s* spokescandy in a decade. She will represent acceptance and inclusivity.

---

**Other moves failed to support the vital headhunter sector of our economy:**

- **Kellogg** named **Doug VanDeVelde** as chief growth officer (marketing, R&D, etc.) and **Bruce Brown** as chief customer officer of *North America Cereal Co*. It will be spun off in 2023.

- **Kraft Heinz** promoted **Diana Frost** to chief growth officer for North America. She oversees marketing, the in-house agency, and the digital and media teams.

- **Beam Suntory** promoted **Dave Turo** to chief commercial officer for the US. He joined the company in 2006.
PEOPLE NEWS...CONTINUED

OTHER FUNCTIONS

■ Dave Ingram joined Bacardi as chief supply chain officer. He was at Unilever.
■ Tamera Fenske joined Kimberly-Clark as chief supply chain officer. She was at 3M.
■ Jim Van Ingen joined Tupperware as EVP of supply chain. Most recently he was at Bway, a maker of plastic containers.
■ Steve Winchell joined The Honest Company as EVP of operations and R&D. His formative years were at Clorox.
■ Jody Macedonio joined Meati, the plant-based food company, as CFO. Her prior work includes Chobani, 8th Avenue, Dean Foods, Sun Products, and Frito-Lay.
■ Bill Kelley joined Tropicana Brands as CFO. He was at TreeHouse Foods, Kraft Heinz, Hillshire Brands, and PepsiCo.
■ Ryan Crowley joined Supergoop as CFO and COO. He was most recently in fashion, but earlier he was at Benefit Cosmetics.
■ Jennifer Cloherty joined Dawn Foods as CFO. Her experience includes Kellogg and GE.
■ Greg Gould joined Charlotte’s Web as CFO. He was at NewAge Beverages most recently.
■ Sandip Grewal joined True Religion as CFO and COO. He was at housewares company Bradshaw international and toothpaste company Dr. Fresh.
■ Linda Mills joined Clorox as chief communications officer. She was at Blue Origin, Boeing, and Starbucks.
■ Stephan Habif joined Colgate-Palmolive as chief technology officer. He was at L’Oréal and Unilever.
■ Badrul Chowdhury joined Philip Morris as chief life sciences officer for smoke-free products. He was at a biotech company and the FDA.

Yada yada yada about internal moves:

■ Tyson named John R. Tyson as CFO. He is a great-grandson of the company’s founder.
■ Kellogg named key execs for the 2023 spinoff of North America Cereal Co. They include Dave McKinstray as CFO, Sherry Brice-Williamson as chief supply chain officer, Shannon Bible as chief transformation officer, Mike Christensen as CHRO, and Bill Rex as CIO.
■ Flowers Foods named David Roach as chief strategic projects officer. He was president of cake operations.
■ Conagra Brands named Tracy Schaefer as CIO. She is a 21-year company veteran.
■ WD-40 Company promoted Sara Hyzer to CFO. She joined the company last year.
■ Chobani named Tarkan Gürkan as CFO. He was in the role on an interim basis.
■ Stanley Black & Decker named Scot Greulach as chief accounting officer. He is a 10-year company vet.
Nelson Peltz joined Unilever’s board. He is an activist investor.

Carolyn Everson joined Coca-Cola’s board. Her most recent roles were at Instacart, Facebook, and Microsoft.

Mark Burgess joined Tupperware’s board. He is the CEO of a packaging solutions company.

Gilbert Ghostine and Lise Kingo joined Danone’s board. He is CEO of Firmenich, and she was CEO of United Nations Global Compact, a corporate sustainability drive.

Carlyn Taylor joined Hain Celestial’s board. She is a consultant at a business advisory firm.

Steve Bishop and Suzan Harrison joined the board of Ashland, a maker of additives and specialty ingredients. He ran the health care business at P&G, and she ran oral care at Colgate-Palmolive.

Michael Franklin joined the board of Whole Earth Brands, makers of Equal and Pure Via sweeteners. He is a partner at Mariposa Capital.

Tom Kosler joined the board of beverage company Reed’s. He is a retired financial services executive.

Denise Paulonis joined Conagra’s board. She is the CEO of Sally Beauty.

Speaking of Sally Beauty, Rachel Bishop joined their board. She is president of Hefty tableware at Reynolds Consumer.

Kim Goodwin joined the board of General Mills. She was previously at Credit Suisse.

Zac Efron joined the board of Kodiak, the protein-packed breakfast and snacking company. His day job is acting.

Aaron Lee joined the board of Acushnet, owner of the Titleist golf brand. He is the CFO at parent company Fila.

Black Rifle Coffee named Roland Smith as board chairman, succeeding the company’s founder.

Grace Puma joined Target’s board. She recently retired as COO at PepsiCo.

Mary Meder joined the board of J&J Snack Foods. She is a 25-year veteran of the media industry.

Jennifer Taubert joined the McDonald’s board. She is the worldwide pharma chairman at J&J.

Angela Wei Dong joined Estée Lauder’s board. She runs Nike’s business in China.

David Lee joined the board of Zevia, the beverage company. He works in AgTech.

Tamer Abouaita joined the board of Sovos Brands. He is the chief supply chain officer at Stanley Black & Decker.

Michael Dubin and Stephanie Davis Michelman joined the board of Madison Reed, the DTC hair color company. He founded Dollar Shave Club, and she is CMO of Benefit Cosmetics.
OBITUARIES

- **Ann Turner Cook** died at 95. The retired school-teacher has had her portrait on Gerber baby food labels since 1928.

- **Maurice Kanbar** died at 93. He was a serial inventor (sweater defuzzer, anyone?) whom we revere for creating Skyy vodka. It claimed to be hangover-free.

- **Leonardo Del Vecchio** died at 87. He founded EssilorLuxottica, the world’s biggest eyewear maker. Their brands include Ray-Ban and Oakley.

- **Bryant Crutchfield** died at 85. He created Trapper Keeper, the binder from Mead that held folders for untold school children in the 1980s and 1990s.

- **Amos McMullian** died at 85. He was the CEO of Flowers Foods for more than two decades, retiring in 2003 after making it a national company. He is in the Baking Hall of Fame.

- Another member of the Baking Hall of Fame, **Jack Lewis**, died at 84. He ran family-owned Lewis Brothers, a regional bakery, for over 40 years.

- **Herb Kohler** died at 83. He ran family-owned Kohler for over 40 years, growing the bathroom fixtures company from $133 million to $6 billion. He also built a heck of a golf resort there in Wisconsin.

- **Roger Ackerman** died at 83. As CEO of Corning from 1996 to 2001, he made an ill-advised move to divest their housewares business and bet big on photonics.

- In news we missed, **Phil Pellegrino** died at 82. He was a true sales icon, with 40 years across Oscar Mayer and Kraft.

- **Ron Rice** died at 81. As a high school chemistry teacher, he created a coconut-laced suntan lotion and launched Hawaiian Tropic.

- **Fred Franzia** died at 79. He started Bronco Wine in 1973 after Coca-Cola bought the Franzia brand. Bronco is now the #4 winery in the US, including the brand affectionately known as Two Buck Chuck.

- **Rommy Hunt Revson** died at 78. The former nightclub singer (and ex-wife of a Revlon heir) invented the Scrunchie. It became a ubiquitous hair accessory starting in the late 1980s.

- **Dan Weiden** died at 77. As a co-founder of ad agency Wieden+Kennedy, he is best known for writing Nike’s “Just Do It” tagline.

- **Richard Tait** died at 58. He co-created Cranium in 1998, selling 44 million copies of the game before Hasbro bought it.

- **Cyrus Mistry** died at 54. He was the first non-family head of Tata Group, the Indian conglomerate that owns Tetley Tea and Eight O’Clock Coffee.
MARKETING AND STRATEGY

There’s a good idea in here somewhere.

- It won’t be the same for the Pittsburgh Steelers. Their home for 21 years, Heinz Field, is now Acrisure Stadium. To quell fan unrest, there is still a Heinz Red Zone.

- For their 90th anniversary, Continental Mills changed their name to Krusteaz. The name pays homage to their flagship brand.

- Charleston Coffee Roasters launched a special Aquarium Blend Coffee. Maybe it is just us, but aquarium water is not very appetizing.

- PepsiCo and Gatorade launched Fast Twitch, a line of pre-workout energy drinks. With 200mg of caffeine, it packs a wallop.

- Meanwhile, Coca-Cola and Brown-Forman are launching a canned version of the iconic Jack & Coke cocktail.

- Eat the Change launched Just Ice Tea, a ready-to-drink organic tea in six flavors. The company, which originally focused on plant-based snacks (mushroom jerky, anyone?) was co-founded by Seth Goldman. He helped create Honest Tea.

- As a product we didn’t know we needed, Salt & Straw has launched Culinary Perfume. It is spritzed onto ice cream, which apparently has almost no smell of its own.

- Hopefully you made it through the summer and the sriracha shortage. It was due to weather-related issues with the chili crop.

- Pumpkin spice is the unofficial flavor of Fall. Label Insight says there are 446 food products using that flavor … including 15 in the cereal category alone.

- In fact, pumpkin spice was one (technically two) of the 370 new words just added to the Merriam Webster dictionary.

- Speaking of pumpkin spice, Campbell Soup launched Dunkin’ Pumpkin Spice Grahams as a limited edition Goldfish flavor, in partnership with the donut chain.

- Other notable pumpkin spice products include Muuna cottage cheese, Bear Naked granola, Kellogg’s Frosted Flakes, Cheerios, Dave’s Killer Bread, and Oreo.

- Coming right after their pumpkin spice product, Mondelez is launching Oreo Snickerdoodle for the holidays. Frankly, the brand expansion makes our head hurt.

- Johnson & Johnson will stop selling talc-based baby powder globally next year. They switched to a cornstarch product in the US and Canada in 2020, after an onslaught of lawsuits about ovarian cancer.

- Fox has already sold 95% of the ad slots in Super Bowl LVI. Or perhaps we should say they have sold XCV% of the ad slots.

- Speaking of the big game, Pepsi gave up sponsorship of the halftime show after 10 years. Rihanna will be the headliner in Apple Music’s inaugural show.
IN CLOSING

Best wishes as we head to the holidays.

■ As you resume business travel, check out the new Terminal B at LaGuardia. It was once the pits, but the revamp won UNESCO’s award for the world’s best new airport.

■ Deloitte released their list of the best managed private companies. Alphabetically, CPG honorees were Mary Kay, Ocean Spray, and Sun-Maid Growers.

■ The “best managed” list is not to be confused with the 100 most loved workplaces. Newsweek singled out Kellogg (#50), TaylorMade Golf (#70), Madison Reed (#75), e.l.f. Cosmetics (#87), Modere (#91), and Kraft Heinz (#98).

■ Mark Pettie came closest to answering last issue’s trivia question completely. The four PGA Tour events with title sponsors from the CPG world: Sanderson Farms Championship, Valspar Championship, Barbasol Championship, and 3M Open.

■ CPG Trivia Challenge

This issue’s trivia question, now that baseball is well into the postseason: What are the five MLB stadiums (or is it stadia?) named for CPG brands?