

Reddi-wip launches Barista line of cream-based products

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New, Versatile Nitro Creamer and Sweet Foam Products Roll Out in market this summer



Reddi-wip, a brand of Conagra Brands, Inc. and the leader in the refrigerated whipped topping category, has moved into the coffee creamer category with the debut of its Barista line of cream-based products – Nitro Creamer and Sweet Foam – to give consumers a coffeehouse experience any time of day, without the coffee shop lines or price.

Reddi-wip Nitro Creamer can be used in place of a traditional coffee creamer. It delivers sweetness and cream and infuses coffee with a rich, velvety texture that takes coffee to a new level. The versatile creamer can be used in both cold and hot coffee beverages as well as non-coffee beverages like root beer or orange soda for a root beer float or orange dreamsicle-type experience.

Reddi-wip Sweet Foam can be used along with Nitro Creamer or other traditional coffee creamers. Sweet Foam adds a slightly sweet, finishing touch but the foam settles on top of the beverage as opposed to dispersing throughout like Nitro Creamer or other creamers. When used in conjunction with another creamer, Sweet Foam creates an even sweeter coffee experience, making it perfect for lattes, caramel macchiatos and more.

Unlike other traditional creamers, the Reddi-wip Barista Series is dairy-based, not oil-based.

The Nitro Creamer and Sweet Foam products have a distinctive taste that is different than regular Reddi-wip whipped topping but both deliver dairy sweetness and notes of vanilla.

Nitro Creamer and Sweet Foam are gluten-free, contain real sugar and no artificial sweeteners, flavors or preservatives. Both varieties are made with only six ingredients. The Nitro Creamer contains 40 calories per serving while Sweet Foam contains 45 calories per serving.