

Better Snacks for Better Workdays

VOLUME 2

SNACK HACKS



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The Crafty Crew

This year, Crafty celebrated its 10-year anniversary: a milestone that let us reflect on how much the workplace, and the office pantry, has evolved.

Over the last decade, we've delivered more than 6 million products, poured 6.6 million LaCroixs, stocked 1.8 million bananas, and supported 240,000 office orders across workplaces of every shape and size.

Put simply: we've learned a thing or two about what gets people excited to be in the office.

It's about function and flavor.
Values and variety.
Convenience without compromise.

As work has shifted, so has the office snack program itself. People no longer snack according to rigid schedules or traditional meal times. Instead, workplace food and beverage reflects how people actually move through their day: between meetings, moments of focus, collaboration, and breaks.

The first edition of Snack Hacks was built around the rhythm of a traditional workday breakfast, lunch, dinner, and the in-between moments that keep people going. It was practical, playful, and grounded in the everyday realities of office life.

Volume 2 marks something new. It reflects a decade of change in how we work, how we gather, and how the moments in between have taken on new meaning. Workplace food and beverage is no longer defined by the clock; it's defined by behavior, flexibility, and choice.

This edition explores the most important shifts shaping modern office snack stations and pantry programs, including:

- A rise in global flavors and more inclusive options
- Snacks that do more, from focus to gut health
- Conscious choices that reflect sustainability and sourcing values
- Mindful indulgences that bring joy, without the sugar crash
- Instant foods, reimagined smarter, faster, and tastier than ever

Snack Hacks is part recipe guide, part workplace pantry playbook, and 100% inspired by real people who love a good snack. Thanks for being part of the next chapter.



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What Is Snack Hacks?

Snack Hacks is Crafty's guide to smarter workplace snacking, combining office-friendly recipes, pantry strategies, and real-world snack trends to help teams build better office snack programs employees actually use.

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SWEET & SAVORY



Protein Power Ups



Protein Hacks to Fuel Focus

If it feels like protein is everywhere lately, that's because it is. From high-protein cereal to chips, yogurt, and even cold brew, this once-niche macronutrient is now a front-and-center food trend. And in today's workplace kitchens, the impact is showing up in real time.

A few key forces are behind the surge: people are looking for snacks that deliver more than flavor, they want energy, balance, and lasting fullness. Add in broader wellness goals, increased label-reading, and the rise of GLP-1 medications (which suppress appetite and elevate protein needs), and it's no surprise protein has become pantry gold.

But this isn't about chalky shakes or counting grams at your desk. What we're seeing in Crafty-powered kitchens is a shift toward familiar, nourishing, desk-friendly protein snacks, like adding nut butter to oatmeal cups, stirring jerky into instant noodles, or grabbing skyr yogurt instead of a cookie.

In this section, we're celebrating protein in its most snackable, office-friendly forms. Because when your pantry includes options that power people through back-to-back meetings or post-gym afternoons, you can't help but look smart.

Greek Granola Stack

Ingredients

- 1 cup Greek yogurt
- A handful of your favorite granola
- 1 fig bar, chopped
- A sprinkle of almonds or pistachios (or both!)
- Optional: a drizzle of honey

Instructions

1. Spoon Greek yogurt into a bowl or to-go container at your desk
2. Top with granola, chopped fig bar, and nuts
3. Drizzle with honey if you'd like. Stir or stack (both work between meetings)
4. Enjoy immediately or seal and save for later in the workday

Protein Trail Tumbler

Ingredients

- 1 protein bar, chopped into small chunks
- A small handful of mixed nuts
- 1 tbsp nut butter (from a single-serve pack)
- A few dark chocolate chips or cacao nibs (optional)
- A reusable cup or empty coffee mug

Instructions

1. Chop the protein bar into bite-sized chunks
2. Combine all ingredients in a cup, mug, or reusable container
3. Stir or shake gently to mix, no prep space required
4. Eat by the handful or with a spoon at your desk

Protein Power Plate



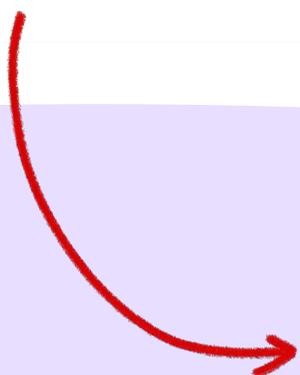
Recipe by...
Ella Musumeci,
F&B Supervisor

Ingredients

- 1 beef jerky stick (or 2 if you're hungry)
- 1 string cheese (mozzarella or cheddar)
- 1 single-serve hummus cup
- A small handful of roasted almonds or pistachios
- Optional: whole-grain crackers or sliced cucumbers for crunch

Intructions

1. Lay out your string cheese and jerky stick. Slice if you want bite-sized ease
2. Dip cheese into hummus for creamy richness, then follow with a jerky bite for salt and chew
3. Add nuts on the side for extra protein and texture
4. Optional: pair with crackers or cucumbers for a more filling desk lunch



PRO TIP:

ADD GARLIC POWDER, PAPRIKA, OR CHILI FLAKES TO YOUR HUMMUS CUP TO GIVE YOUR PLATE A NEW TWIST.

Protein Coffee

Ingredients

- Protein shake (chocolate or vanilla)
- 10–12 oz hot brewed coffee

Instructions

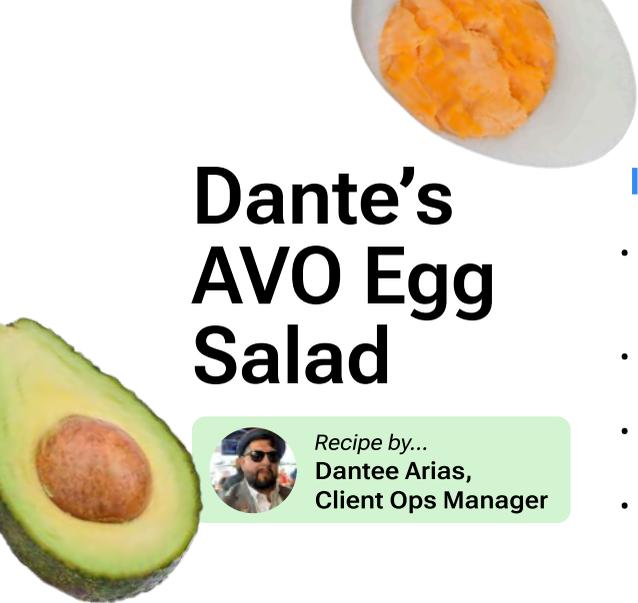
1. Grab a large cup and pour in half of your protein shake (adjust based on your macros)
2. Top it off with hot brewed coffee
3. Stir well and enjoy before your next Zoom call



Recipe by...

**Ken Howe, Bay Area
General Manager**





Dante's AVO Egg Salad



Recipe by...
Dantee Arias,
Client Ops Manager

Ingredients

- 1 hard-boiled egg (from the fridge or pre-packed)
- ½ ripe avocado or guac cup
- 1 single-serve mayo packet
- Salt & pepper to taste

Instructions

1. In a bowl, mash the egg and avocado together
2. Mix in mayo, salt, and pepper until creamy
3. Sprinkle with crushed chips for crunch
4. Scoop with crackers or enjoy straight with a spoon between meetings

Mac & Power Cheese

Ingredients

- 1 Kraft Mac & Cheese Cup or Annie's Shells & White Cheddar
- 1 cheese stick or slice (cut up)
- Optional: a packet of tuna, jerky crumbles, or roasted chickpeas

Instructions

1. Make mac & cheese per microwave instructions
2. Stir in extra cheese and protein add-ins while hot
3. Eat with a spoon and a sense of childhood nostalgia, no plate required

Power Ramen Bowl



Powered by
Think Jerky

Ingredients

- 1 cup instant ramen (upgrade pick: bone broth or whole grain noodles)
- 1 hard-boiled egg (from fridge or pre-packed)
- A packet of seaweed snacks or chili crisp

Instructions

1. Microwave ramen per package instructions
2. Slice the egg in half and float on top
3. Sprinkle with seaweed and/or drizzle with chili crisp
4. Ramen + protein = a surprisingly satisfying workday meal

Matcha Muscle Latte

Ingredients

- 1 tsp matcha powder
- Hot water
- ½ cup plain protein milk (like Ripple or Fairlife)
- Optional: a squeeze of honey

Instructions

1. Whisk matcha into hot water until smooth
2. Add warm protein milk
3. Sweeten to taste and sip as a mid-afternoon energy boost



Pantry Tips From the Pros:

PROTEIN

61%

of Americans increased protein intake last year, up from 48% in 2019, according to Cargill.

Pantry Item	Why It Works
Jerky	Long shelf life, protein, and easy to keep stocked
Canned Fish	Great for lunch with high protein and omega-3s
Hummus	Plant-based protein with fiber and healthy fats
Nut Butters	Plant protein with potassium and vitamin E
Protein Bars	Portion-controlled protein for busy workdays
Soups	Beans and lentils provide protein, fiber, and iron
Protein Oatmeal	Great source of whole grain fiber with protein

US consumers eat

Over 90%

animal-based protein in the past 6 months, and almost half included plant-based proteins in their diet.

63%

of consumers specifically look for protein in their snacks

9%

of US adults will be on a GLP-1 medication by 2030

20%

of consumers increased plant-based protein in the last 2 years

“The rise of protein isn’t just a grocery trend; it’s a reflection of how people want to feel at work: strong, focused, and supported. When we stock the pantry with smarter sources of protein, we’re fueling better workdays.”

- Nathan Rosenstock, CEO & Co-Founder, Crafty



People using GLP-1 medications prefer smaller portion sizes and higher protein content across every meal.

Form and Function



Flavorful Food with Benefits

Food that helps us feel better, sharper, calmer, or more energized isn't new. What is new is how quickly functional foods have moved from niche wellness trends to everyday office snacks. From gut-friendly drinks to focus-supporting bites, today's workplace pantries are stocked with foods designed to do more than just taste good.

Functional foods go beyond basic nutrition. They include ingredients or natural properties linked to specific benefits, like probiotics for digestion, adaptogens for stress support, or antioxidants that help protect focus and mood. Some benefits are backed by decades of research, others are emerging, but demand continues to grow as people look for snacks that support how they feel throughout the workday.

In the office, this shift makes sense. When schedules are flexible and energy dips come fast, people want snacks that offer small wins: better focus between meetings, steadier energy in the afternoon, or a moment of calm during a busy day. Functional foods offer that middle ground, convenient, familiar, and aligned with how people actually work.

This section highlights functional snack ideas and pantry staples that bring together flavor and purpose, showing how better-for-you choices can fit seamlessly into modern workdays.

Brain Boost Berry Bowl

Ingredients

- 1 cup Greek yogurt or acai (protein + probiotics for gut health)
- A handful of blueberries (antioxidants that support focus)
- A sprinkle of walnuts or pumpkin seeds (omega-3s and minerals)
- Optional: dash of cinnamon (flavor + blood sugar balance)

Instructions

1. Add yogurt or acai to a bowl or cup for an easy, high-protein base
2. Top with blueberries and nuts or seeds for crunch and brain-supporting nutrients
3. Finish with cinnamon if desired, then stir or scoop and go

Crunchy Pear Power-Up

Ingredients

- Ripe pear (natural fiber for digestion and sustained energy)
- Almond butter (healthy fats and plant-based protein)
- Granola (texture + long-lasting carbs)

Instructions

1. Slice the pear lengthwise into ¼-inch slabs, discarding the core
2. Spread almond butter evenly across each slice for richness and staying power
3. Sprinkle granola on top for extra crunch and balance
4. Enjoy this sweet, functional snack "toast" that travels well at work



Powered by
The FruitGuys

AMBER'S

Oatmeal

4 Ways



"I've loved oatmeal since I was a kid. It's the perfect palette for endless flavor combinations."

Amber Alston Sr. Content Marketing Manager | Crafty's Social Samurai

Instructions

- 1** Cook oatmeal with milk or water to your desired texture
- 2** Spread a layer of avocado mash on top
- 3** Add a drizzle of olive oil
- 4** Finish with toppings that match your mood, energy needs, or focus goals

Ingredients

1 oatmeal cup

Milk or water

Pinch of salt

Toppings:

- Peanut butter + honey
- Almond butter and apples
- Dark chocolate
- Berries & bananas





PEANUT BUTTER +
HONEY = ENERGY BOOST



CHOCOLATE = MOOD +
ANTIOXIDANTS



BERRIES +
BANANAS = COGNITIVE
SUPPORT



ALMOND
BUTTER +
APPLES = GUT
HEALTH



Soothing Almond Honey Toast



Ingredients

- Whole-grain or sprouted bread
- Almond butter (no added sugar)
- Banana or apple slices
- Raw honey (light drizzle for natural sweetness)
- Ground turmeric (just a pinch, anti-inflammatory benefits)
- Black pepper (tiny pinch to activate turmeric)
- Optional: Chia or flax seeds

Instructions

1. Toast bread until golden
2. Spread almond butter evenly
3. Add fruit slices
4. Drizzle lightly with honey
5. Sprinkle cinnamon, turmeric, and a very small pinch of black pepper to support calm and digestion
6. Finish with seeds if using

Prebiotic Apple “Nachos”



Ingredients

- 1 apple, sliced into thin rounds (natural source of prebiotic fiber)
- 1–2 tbsp peanut butter (or any nut butter packet)
- A sprinkle of chia seeds or flaxseeds (fiber + healthy fats)
- A handful of cacao nibs or dark chocolate chips (antioxidant-rich crunch)

Instructions

1. Arrange apple slices on a plate like nachos for easy sharing or solo snacking
2. Warm the nut butter packet between your hands and drizzle over the apples
3. Sprinkle with chia or flax seeds for a fiber boost that supports digestion
4. Finish with cacao nibs or dark chocolate chips for a functional sweet crunch

Gut Glow Sparkler



Ingredients

- 4 oz sparkling water
- 4 oz kombucha (any flavor; ginger or berry works especially well)
- Juice of ½ lime (supports digestion and brightness)
- A small handful of frozen berries (antioxidants + color)
- Optional: mint tea bag (for a refreshing, calming twist)

Instructions

1. In a tall glass or reusable cup, mix equal parts sparkling water and kombucha (about 4 oz each)
2. Squeeze in the juice of ½ lime for a citrusy zing and digestive support
3. Drop in a few frozen berries for color, flavor, and a cooling effect
4. Garnish with fresh mint leaves if you've got them
5. Stir and sip for a drink that's refreshing, fizzy, and functional

Pantry Tips From the Pros:

FUNCTIONAL FOODS

84%

of consumers in the US say wellness is a top or important priority in their daily lives.

2/3

Gen Z and Millennials purchased functional products in the past year.

50%

of consumers have purchased functional foods or beverages in the last year.

41%

of adult wellness spending is driven by Gen Z and Millennials.

“As a former athlete and someone who now sees the physical and mental demands of the workplace up close, I see functional foods as a powerful tool. It’s not just for fueling performance, but for sustaining it.

Today’s teams need more than caffeine and convenience. They need snacks that support focus, mood, and long-term health. A well-stocked pantry keeps people at their best.”

- Chris Ritter, COO & Co-Founder, Crafty



Functional Goal	Pantry Rec
Brain Boost	Walnuts, Dark Chocolate, Green Tea Why it Works: Omega-3s and antioxidants improve focus
Energy	Fig Bars, Oatmeal, Bananas Why it Works: Fiber and complex carbs sustain energy
Immunity	Citrus, Almonds, Honey, Tea Why it Works: Vitamin C, zinc, and antioxidants keep you resilient
Mood	Dark Chocolate, Pistachios, Yogurt Why it Works: Magnesium and probiotics support serotonin levels
Gut Health	Greek Yogurt, Dried Fruit, Chia Seeds Why it Works: Fiber and probiotics aid digestion
Stress	Chamomile, Almonds, Berries Why it Works: Magnesium and B vitamins support the nervous system

Instant Foods Reimagined



“Just Add Water” Got a Glow-Up

Instant food used to be the thing you grabbed when you were short on time and even shorter on options. That’s changing fast. A new wave of better-for-you, travel-ready, barista-level instant foods is giving the category a full makeover. Think pour-over lattes you can make at your desk, noodle cups that taste like they came from a real kitchen, and protein-packed bowls that actually keep you full.

Social creators have helped fuel the shift, sharing desk-drawer ramen upgrades, long-flight latte setups, and smart, space-saving pantry staples. Brands are following suit with higher-quality ingredients, global flavors, and shelf-stable meals that take seconds to prepare and zero skill to enjoy.

For hybrid teams, office kitchens, and anyone living the between-meetings workday, instant food is officially cool again, and these Snack Hacks show how to make it smarter, tastier, and more satisfying.

Apple Pie Oats

Ingredients

- Instant oat cup (quick, whole-grain base)
- Cinnamon packet (often found near the office coffee station)
- Honey or agave sticks (natural sweetness)
- Dried apple chips or banana chips (pantry-friendly fruit)
- Hot water

Instructions

1. Add hot water to your oat cup and stir until creamy
2. Mix in cinnamon and honey or agave for warm, dessert-style flavor
3. Top with crushed dried apple or banana chips for texture and a nostalgic apple-pie finish

Crunch Time Parfait

Ingredients

- 1 container of Mush overnight oats (or any overnight oats)
- Chobani or other single-serve yogurt (plain or flavored)
- 2–3 MadeGood granola bites, crumbled (for crunch)

Instructions

1. In a bowl or cup, layer your overnight oats and yogurt for a creamy, protein-rich base
2. Crumble granola bites on top for texture and contrast
3. Optional: add fruit, nut butter, or a drizzle of honey if available
4. Stir or leave layered, either way, it’s a satisfying office snack or light lunch



Megan's Magic Mac



Recipe by...
Megan Pullos,
F&B Supervisor

Ingredients

- 1 mac & cheese cup
- 1–2 slices sharp cheddar (Tillamook or similar)
- A handful of crushed Cheez-Its (for crunch and nostalgia)

Instructions

1. Prepare mac & cheese according to package instructions
2. Stir in extra cheese while hot until melted and creamy
3. Finish with crushed Cheez-Its for texture and a next-level comfort upgrade

5-Min Fried Rice

Ingredients

- 1 rice cup (microwave-ready)
- 1–2 hard-boiled eggs, chopped or halved (protein boost)
- Soy sauce packet or chili crisp
- Optional: seaweed snacks

Instructions

1. Microwave rice according to package directions
2. Add egg on top, no reheating needed if pre-cooked
3. Drizzle with soy sauce or chili crisp for flavor
4. Sprinkle with seaweed and enjoy warm

Thai Style Noodles

Ingredients

- 1 Annie Chun's Pad Thai bowl (or other Thai-style instant noodles)
- 1 packet peanut butter (creamy richness)
- Dash of soy sauce or squeeze of lime
- Crushed peanuts or sesame seeds
- Optional: chili crisp, sriracha, or red pepper flakes

Instructions

1. Microwave the noodle bowl according to package directions
2. Stir in peanut butter until creamy and evenly distributed
3. Add soy sauce or lime for brightness and balance
4. Finish with peanuts or chili crisp for texture and heat



VAIBHAV'S

Crispy Uncrustable



"NFL players eat around 80,000 Uncrustables a year because the combo delivers quick carbs, fats, and protein to fuel performance."

Vaibhav Shastry, Merchandising Manager and Inventory Innovator

Instructions

- 1** Place the frozen Uncrustable directly into a toaster
- 2** Toast until golden and warm, about 1–2 cycles
- 3** While hot, spread a bit of butter on top and add your toppings
- 4** Let cool for 30 seconds, then enjoy crisp outside, melty inside

Ingredients

1 Uncrustable

Butter

Optional Toppings:

- Cinnamon sugar
- Cocoa Powder
- Honey

Spiced Hot Cocoa Fix

Ingredients

- Instant hot cocoa packet
- Cinnamon (warm spice)
- Salt (tiny pinch for balance)
- Creamer or dairy

Instructions

1. Mix cocoa with hot water until smooth
2. Stir in milk or creamer for richness
3. Add cinnamon and a pinch of salt for a café-style finish



Pantry Tips From the Pros:

INSTANT

18%

of Americans buy
ready-made meals at least
once per week

56%

of Gen Z
Americans
purchase
ready-made
meals at least
once per week.

Component	Pantry Recs
Base Your foundational product that you will build upon	<ul style="list-style-type: none">• Instant Noodles• Oatmeal Cups• Soup Packets or Broth Sticks• Rice Cups• Instant Drinks: Coffee, Juice, etc.
Booster Additions that add flavor or functional benefits	<ul style="list-style-type: none">• Chili Crisps• Nut Butter Packets• Sauces: Hot Sauce, Sriracha, etc.• Collagen Powder• Produce: Lemon, Jalapeno, etc.
Topper A finishing touch that adds texture, color, or extra flavor	<ul style="list-style-type: none">• Cheese Crisps• Furikake• Granola• Honey: Regular, Hot, Infused• Spices/Seeds

Top Instant Products

- 🥇 Nongshim Noodles
- 🥈 Maruchan Ramen
- 🥉 Nissin Cup Noodles

Crafty

“The beauty of today’s instant snacks is that they’re no longer about cutting corners; they’re about unlocking creativity. With just a few smart pantry staples, we’re giving people the tools to turn a packet of noodles or a rice cup into something exciting, personal, and actually worth looking forward to.”

- Vaibhav Shastry, Merchandising Manager, Crafty



International Snacking



Snacks with Purpose and Impact

Snack time is now a cultural experience. More brands are blending familiar formats: chips, popcorn, nuts, and drinks, with bold international flavors that spark curiosity and invite exploration. Expect global flavor profiles woven into everyday pantry staples, from sour tamarind candy and chili-lime popcorn to gochujang-spiced crackers and mango-forward granola bars.

Packaging plays a role, too. Many brands celebrate their cultural roots through visuals, names, and storytelling, turning everyday snacks into moments of recognition and pride. Employees aren't just trying something new; they're connecting with something meaningful.

Offices are using international snack offerings to create more inclusive, exploratory food moments. When people see their cultures and flavors reflected on pantry shelves, it fosters belonging. Snack breaks become opportunities to discover something new, share stories, and feel seen at work.

Island Breeze Plantain Bites

Ingredients

- Plantain chips (crispy Caribbean-style base)
- Single-serve guacamole cup (or mashed avocado)
- Mango chunks (fresh, dried, or canned)
- Dash of chili flakes or Tajín (optional)

Instructions

1. Lay out plantain chips as your base
2. Top each chip with a dollop of guacamole and a piece of mango or pineapple
3. Sprinkle with chili flakes or Tajín for sweet-heat balance
4. Eat open-faced or sandwich two chips together for a mini tropical bite

Chaat-Inspired Trail Mix

Ingredients

- Roasted chickpeas (or any crunchy legume snack)
- Salted peanuts or cashews
- Dried mango or golden raisins
- Tajín or curry seasoning
- Lime wedge (optional but recommended)

Instructions

1. In a cup or small container, combine chickpeas, nuts, and dried fruit
2. Sprinkle with Tajín or chili-lime seasoning to taste
3. Toss gently to mix
4. Optional: Squeeze a lime wedge just before eating for extra brightness



Tajin Mango Popcorn



Ingredients

- Plain or lightly salted popcorn (bagged or popped)
- Tajín or chili-lime seasoning
- Freeze-dried mango pieces (or chopped dried mango)

Instructions

1. Pour popcorn into a bowl or snack bag
2. Sprinkle generously with Tajín
3. Toss in mango pieces and shake or mix until evenly coated

DIY Desk Sushi

Ingredients

- 1 instant rice cup (brown or jasmine)
- 1 pouch of shelf-stable tuna
- 1 soy sauce packet
- Sprinkle of sesame seeds
- Optional: seaweed snack (crumbled)

Instructions

1. Microwave rice according to package directions
2. Open tuna pouch and flake over rice
3. Add soy sauce, sesame seeds, and seaweed if using
4. Stir and enjoy straight from the bowl, no rolling required

Alexis' Flame Dip



Recipe by...
Alexis Sanchez,
AP Accountant

Ingredients

- Hawaiian rolls (or slider buns)
- Hot Cheetos (or Flamin' Hot Limón)
- Cream cheese (easy-spread)
- Thin cucumber slices or pickled jalapeños
- Lime wedge (optional)

Instructions

1. Slice roll in half and lightly toast if desired
2. Spread cream cheese on both sides
3. Add cucumber or jalapeño for crunch and contrast
4. Pile on crushed Hot Cheetos (crush slightly if very crunchy)
5. Finish with a squeeze of lime, then press sandwich closed



Date Bites

Ingredients

- Pitted Medjool dates
- Nut butter (almond, tahini, or peanut)
- Crushed pistachios or shredded coconut
- Optional: dash of cinnamon

Instructions

1. Slice dates open without cutting all the way through
2. Fill each with a small dollop of nut butter
3. Top with pistachios or coconut
4. Sprinkle cinnamon if using

Norma's Jarritos Mocktail

Ingredients

- ½ bottle of Jarritos Guava, Pineapple, etc.
- ½ can of soda water Plain or lime LaCroix
- Ice cubes
- 1 lime wedge
- Tajín or salt (for rim)
- Optional: dried fruit

Instructions

1. Rim a glass with lime juice and dip into Tajín or salt
2. Fill the glass with ice
3. Pour in equal parts Jarritos and soda water
4. Squeeze in a wedge of lime and stir
5. Garnish with a dried fruit slice



Recipe by...

Norma Peña,
Client Ops Coordinator



Coconut Sticky Rice

Instructions

- 1** Heat rice cup according to package directions
- 2** Stir in 1–2 tablespoons coconut milk or creamer
- 3** Top with dried fruit and optional sweetener

Ingredients

Instant white rice cup
Coconut milk or creamer
Diced dried mango or pineapple
Optional: honey or maple syrup



Pantry Tips From the Pros:

INTERNATIONAL SNACKS

Growth YoY Across Crafty-Powered Pantries

Hot Sauce ↑ 71% YoY

Dried Fruit ↑ 95% YoY

Tea ↑ 83% YOY

Tropical Flavored Waters ↑ 115% YoY

Spices ↑ 43% YoY

Canned Foods ↑ 71% YoY

81%

of Gen Z says diversity greatly influences their preferences.

60%

of consumers value experience and adventure in their diets.

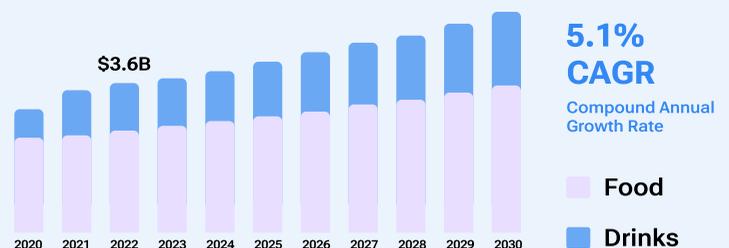
“In a world where culture can feel fragmented, the pantry is one of the last truly communal spaces. By curating international snacks that reflect the lived experiences of our teams, we’re not just offering variety; we’re making inclusion tangible.

Representation doesn’t only happen in policy or programming; sometimes, it happens in the break room.”

- Mara Jones, VP of People, Crafty



US GLOBAL FLAVOR MARKET



Mindful Indulgence



Satisfy Without the Crash

Not every snack needs to be about fuel. Sometimes it's about joy — something sweet, satisfying, and just for you. That's the heart of mindful indulgence, and it's showing up in workplace pantries more than ever.

Today's treats look different. Instead of sugar-heavy, mystery ingredients, we're seeing indulgence with intention: real ingredients, whole foods, and snacks that feel good to eat and taste great. It's not about perfection, it's about choosing something sweet that actually satisfies.

From coconut-sugar gummies to date-stuffed candy swaps and maple-sweetened chocolate, mindful indulgence is redefining what it means to snack well at work. These aren't just better-for-you options; they're small moments of joy designed for the modern workday.

Mini Yogurt Cookie Bowl

Ingredients

- Single-serve vanilla or plain Greek yogurt
- Mini chocolate chip cookies (or crumbled graham crackers)
- Dash of cinnamon
- Optional: sliced banana or berries

Instructions

1. Pour your cookies or crumbs into the yogurt cup
2. Add cinnamon or fresh fruit
3. Stir gently and snack, or chill briefly for a dessert-like texture

Date & Pretzel Truffles

Ingredients

- Pitted dates
- Nut butter (almond or peanut)
- Mini pretzels (crushed)
- Optional: dark chocolate drizzle

Instructions

1. Stuff dates with nut butter and press into crushed pretzels
2. Chill or freeze for a few minutes to set
3. Optional: Melt dark chocolate and drizzle on top for extra indulgence

Brown Sugar Pumpkin Spice Latte

Ingredients

- 1 packet of your preferred natural sweetener
- Dash of cinnamon
- 1–2 pumps pumpkin spice syrup or creamer
- 1 shot espresso or 6 oz strong coffee
- Milk of choice

Instructions

1. In a mug, add sugar, cinnamon, and pumpkin spice syrup
2. Brew espresso or pour in hot coffee and stir
3. Steam or froth milk and pour over coffee
4. Optional: Sprinkle extra cinnamon on top for cozy vibes

Henry's Cloud Nine Cold Brew



Recipe by...
Henry Lai, Business
Development Rep

Ingredients

- Large cup or shaker bottle
- Ice (fill about $\frac{3}{4}$ of cup)
- 1 shot espresso or 6–8 oz cold brew
- Half & half or preferred milk
- 2 dashes maple syrup (adjust to taste)

Instructions

1. Fill your cup or shaker with ice
2. Add your espresso or cold brew
3. Pour in a splash of half & half; just enough to cloud the coffee
4. Add your maple syrup
5. Close the lid and shake vigorously for 15–20 seconds
6. Open and enjoy immediately, foam and all



Cheesecake Yogurt Dip

Ingredients

- $\frac{1}{2}$ cup vanilla Greek yogurt
- 1 tsp maple syrup or honey
- Dash of lemon zest
- Graham cracker crumbs
- Fresh berries (for dipping)

Instructions

1. Mix yogurt, syrup, and lemon zest until smooth
2. Top with graham cracker crumbs
3. Serve with berries or apple slices
4. Optional: Portion into mini cups for grab-and-go desserts

Dessert Lover's Breakfast



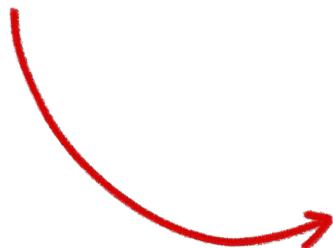
Powered by
Stella Granola

Ingredients

- S'mores Stellar Granola
- Yogurt of choice
- Peanut butter or chocolate hazelnut spread
- 1 Banana

Instructions

1. Add yogurt to a bowl
2. Slice banana on top
3. Finish with a spoonful of nut butter and granola



Pantry Tips From the Pros:

INDULGE

Our partner [ezCater](#) shared the reasons behind why employees reach for their favorite little treat

⚡ 53% of workers want an energy boost.

🧘 38% of workers want a stress reliever.

🏆 52% of workers want a small reward.

62% of consumers note that sweet treats are an essential part of their self-care routine.

44% of consumers indulge in a sweet treat a few times a week, with 1/10 doing so daily.

62% of consumers prefer sweeteners like cane sugar, honey, or fruit over artificial.

Item	Brand Recs
Gummies	Soley, SmartSweets, Black Forest Why it Works: Use natural ingredients and less sugar
Better Baked Treats	Tate's, Nature's Bakery, MadeGood Why it Works: Use less refined sugar and high-quality ingredients
Yogurt-Based	Nature's Garden, Yasso, La Fermiere Why it Works: Portion-friendly, protein-rich snacks with probiotics
Dark Chocolate	Muddy Bites, Skinny Dipped, UnReal Why it Works: Rich in antioxidants to reduce inflammation

"We're seeing a new kind of sweet tooth at work: one that craves both comfort and quality. People are reaching for cleaner labels, nostalgic vibes, and just enough indulgence to feel special."

- Jeff Nash, Sr. Director of Operations, Crafty

\$70.4B

projected in confectionery sales in the US by 2029



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