

# PNC FOOD & BEVERAGE ADVISORY

## MONTHLY NEWS BRIEF

Date	Source	Article	Summary
5/7/2026	Food Dive	<a href="#">Protein Powder Shortage Threatens America's Biggest Food Craze</a>	Companies are now grappling with whether to raise prices at a time when consumers are already reeling from a prolonged period of inflation
5/7/2026	WSJ	<a href="#">McDonald's Presses Ahead in Fast Food's Value-Menu Wars</a>	Burger giant's profit increases despite tough economic conditions, outpacing expectations; pressures dent Shake Shack
5/14/2026	The Food Institute	<a href="#">Consumers Seek Value Amid Affordability Debate, Instacart Says</a>	U.S. consumers are voting with their feet and their fingers, heading to club retailers for perceived value amid the affordability debate
5/16/2026	WSJ	<a href="#">The World Is Awash in Bourbon. That's a Problem for Big Booze.</a>	Distillers that added capacity during the pandemic are facing a hangover as more Americans pinch pennies and join the ranks of the sober-curious
5/18/2026	Restaurant Dive	<a href="#">Restaurant LTOs Are Booming Thanks to Health, Novelty and Value</a>	GLP-1s, international crises and consumer demand for novelty have made limited-time items an ever more important part of restaurant menu playbooks
5/21/2026	Convenience Store News	<a href="#">Kwik Trip Partners to Deliver AI-Powered Personalized Loyalty</a>	Eagle Eye's gamified platform will bring targeted offers to 5 million-plus loyalty members and provide CPG partners with measurable campaign ROI
5/22/2026	CNBC	<a href="#">Egg Prices Are Plunging Due to Oversupply — and Producers Say Margins Are Taking a Hit as Costs Rise</a>	Despite lower prices, feed, fuel, and labor costs continue to pressure industry margins
5/24/2026	CNBC	<a href="#">Move Over, Seltzer. Non-Carbonated Drinks Are Taking the Spotlight</a>	The growth of seltzer and other carbonated drinks has slowed as fizz-free options grab shelf space and attention
5/26/2026	Food Dive	<a href="#">How the Food and Beverage Industry Is Rethinking Manufacturing Investments</a>	Companies are increasingly focused on modernizing facilities as they shrink their footprints
5/26/2026	Coupons in the News	<a href="#">Retailers Plan Lower Prices – Until They Need To Raise Them Again</a>	That's the word from some of the country's largest retailers, as they try to navigate inflation and rising fuel costs that may trickle down to shoppers and cancel out the price cuts they hope will give us all a break
5/27/2026	C-Store Dive	<a href="#">What 6 Fuel and Convenience Leaders Are Saying About the Iran War</a>	Executives from BP, Sunoco, Murphy USA and more shared their thoughts on the impact of global oil supply disruption and how it will impact the rest of the year
5/27/2026	Yahoo! Finance	<a href="#">Americans Are About to Pay Even More at the Grocery Store</a>	As Americans confront a surge in prices at the pump, another inflation wave is headed for the grocery store
5/27/2026	Food Dive	<a href="#">Mondelez Taps AI for Distribution Centers to Cut Costs</a>	The snack and confectionery manufacturer plans to bring more manufacturing and packaging in-house to "save quite a bit of money," COO and CFO Luca Zaramella said
5/28/2026	WSJ	<a href="#">Americans Are Sick of High Prices. Companies Are Finally Doing Something About It.</a>	New products, smaller packages and value meals are being rolled out to attract inflation-weary customers
5/28/2026	Supply Chain Dive	<a href="#">Walmart: Store-Fulfilled Deliveries Getting Faster</a>	More than 36% of deliveries from stores arrived in three hours or less in Q1, with quicker speeds fueling customer engagement, EVP and CFO John David Rainey said

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