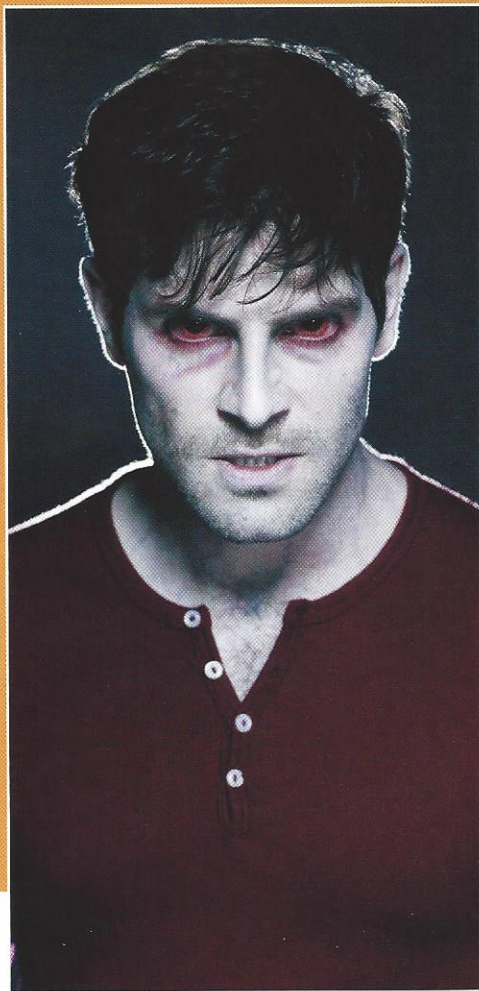


POP CULTURE

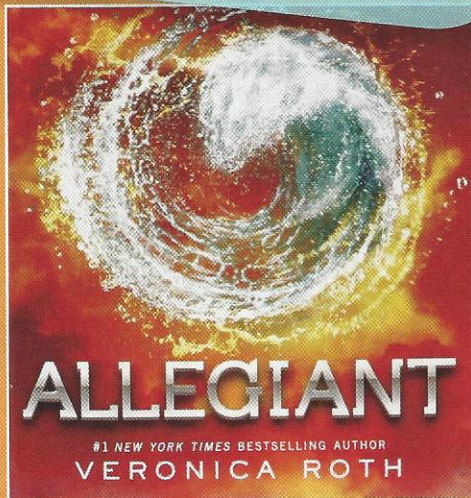
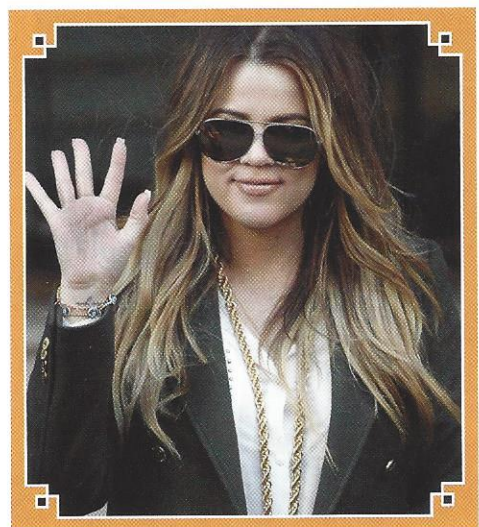


This Trend is a Hoot
The wise, wide-eyed owl is popping up everywhere as a whimsical motif in jewelry and accessories.



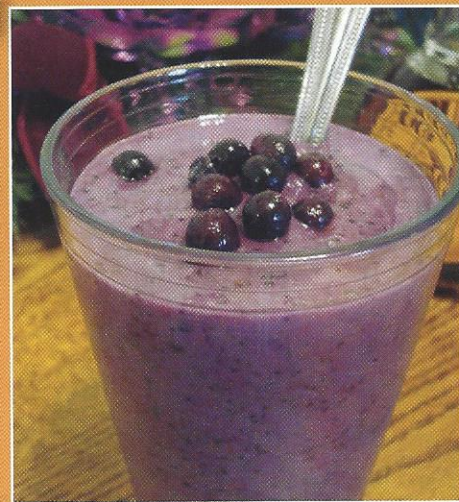
Zombies Invade Pop Culture

Zombies walk and feed among the living in hit movies, popular television shows, and trendy costume parties.



Tris Trumps Katniss

Amazon.com announces that pre-orders for *Allegiant*, the final book in the *Divergent* trilogy by Veronica Roth, are outselling the final book in the *Hunger Games* trilogy.



Smooth Move

Kids take over the family blender to make quick, healthy fruit and veggie smoothies for breakfast or afternoon snacks.

Pocket Fuel

Busy kids get fast, balanced nutrition on-the-go with Hormel's new REV® Wraps, high-protein snacks made with meats and cheeses.



New Hair Hues

Hairstylists report that their customers, male and female, are asking for ombré hair color that starts dark at the roots and becomes gradually lighter toward the ends.

Nutritious Candy

The Gatorade® brand introduces G Endurance® Carb Energy Chews, a sweet treat that contains carbohydrates and B vitamins for athletes.



A New Twist

Pretzels are the latest fad food. Fast food restaurants introduce new sandwiches on pretzel buns. Pretzel-based snack foods soar in popularity.