Twizzlers Launches New Twizzlers Straws Flavor Inspired by the Dirty Soda Trend

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With a blend of vanilla, lime and coconut this limited quantity flavor is a fresh twist on the iconic brand and is designed to function as an edible straw

HERSHEY, Pa., March 9, 2026 /PRNewswire/ -- The *Twizzlers* brand is introducing a new flavor of *Twizzlers Straws*, inspired by the Dirty Soda trend. Featuring a blend of vanilla, lime and coconut notes, the straws are designed to be enjoyed as both an edible straw and a sweet treat, building on a behavior fans have embraced for years.



"Dirty soda, a nonalcoholic beverage trend that mixes soda with flavored syrups, cream and fruit add-ins, has become a fun, customizable ritual for fans," said Rachel Starr, Sweets Innovation Manager at The Hershey Company. "*Twizzlers* Straws let people sip, snack and customize their drinks all at once, making the experience a little more playful and unmistakably *Twizzlers*. Whether as part of everyday routines, gatherings or watch parties, these *Twizzlers* Straws are the perfect addition."

How to Add a Twist to Your Dirty Soda

Rather than simply referencing the trend, *Twizzlers designed* a product that could participate in the experience itself. The ritual is simple:

- Pour your favorite soda
- Add your favorite dirty soda mix-ins
- Sip through a *Twizzlers* Straw

- Bite, chew and repeat

Where Can Fans Find The New *Twizzlers* Straws

The vanilla, lime and coconut *Twizzlers* Straws will be available in limited quantities beginning March 12, while supplies last, with online releases designed to reward early fans.

- Nationwide on shop.hersheys.com beginning at 12 noon EST on March 12, starting at $4.49, while supplies last.
- On Gopuff, with a first drop on March 12 and a second drop on March 22, in select major cities including Boston, New York and Philadelphia, starting at $4.49, while supplies last.

In addition to online releases, fans can find the vanilla, lime and coconut *Twizzlers* Straws at select Hershey's Chocolate World locations, while supplies last.

- At **Hershey's Chocolate World in Hershey, Pa.**, *Twizzlers* Straws and specialty Dirty Soda drinks will be available during three weekends in March —March 14, March 21 and March 28, while supplies last.
- *Twizzlers* Straws will also be available at **Hershey's Chocolate World in Times Square** on March 31, while supplies last

And if fans can't get their hands on *Twizzlers* Straws, they can still twist back and relax by grabbing Regular or Rainbow *Twizzlers*. Just bite off the ends, drop it into your drink, and chew your way into the ritual — a lighthearted, nostalgic hack that celebrates the chewy fun and carefree play that inspired the product in the first place.

This *Twizzlers* Straws innovation follows other recent, culture -inspired launches from The Hershey Company, including the Dubai-Inspired Chocolate Bar, showing how playful ideas can turn into something fans can snack on.

FAQs

What inspired this flavor of *Twizzlers* Straws?
This limited flavor of *Twizzlers* Straws was inspired by the Dirty Soda trend and the way fans have been customizing drinks for years — including a longtime fan hack of using *Twizzlers* as straws during everyday moments, from hangouts and watch parties to nights in.

What does Dirty Soda mean?
Dirty soda is a nonalcoholic drink made by mixing soda with flavored syrups, cream and fruit add-ins, a customizable experience that pairs perfectly with *Twizzlers*, whether fans are sipping through a straw or chewing along as part of the ritual.

What flavors are these new *Twizzlers* Straws?
The new *Twizzlers* Straws feature a blend of vanilla, lime, and coconut flavors, designed to complement soda while still delivering the tasty *TWIZZLERS* experience fans know and love.

How are *Twizzlers* Straws meant to be enjoyed?
Twizzlers Straws are designed to be sipped like a straw and enjoyed like a snack — sip, bite and repeat.

About The Hershey Company
The Hershey Company is an industry leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet, and communities. Hershey has more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than $11.2 billion in annual revenues, including *Hershey's, Reese's, Kisses, KIT KAT®, Jolly Rancher, Twizzlers,* and *Ice Breakers*, and salty snacks including *SkinnyPop, Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through equitable access to education.

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