



# VITAMIN ENRICHED EVERYTHING

This was the year that lots of food and wellness brands decided that adults deserve to take their vitamins in the form of candy, too. In fact, it was the year that vitamins became...fun? Trendy brands like **Ritual** and **Hims** have reimagined vitamins and supplements in sleek, minimalist packaging made to appeal to millennials.

Nutrition brand **Sakara** took it a step further when they decided that probiotics could come in the form of chocolate bonbons. And **Antidote Chocolate** markets their high-cacao, low-sugar content chocolate bars as healthy, stress-relieving snacks. So too does **Source**, which infuses B-12 and plant-based collagen in its dark chocolates. Brands are learning that even grown-ups don't want to choke down gross vitamins. And thanks to these and more forthcoming products, they don't have to.