# Celebrities redefine food and drink markets with innovative health and lifestyle products



Celebrity ventures into the food and beverage industry are flourishing, with notable figures exploring innovative products that blend their personal tastes with broader market trends. From mushroom lattes to vodka-infused whipped cream, these creations provide insight into how celebrities are capitalising on their influence to forge successful side hustles.

Ellie Goulding, the British singer known for her chart-topping hits, is turning her attention from music to wellness with her latest venture, Everystate. Harnessing her newfound interest in functional mushrooms, which she discovered during the pandemic, Goulding launched a subscription service for mushroom lattes. Each delivery includes powdered mushrooms designed to be mixed with milk, promising consumers an energising beverage that Goulding credits with improving her health and managing anxiety. As she balances her music career and health consciousness, this venture reflects a growing trend among artists seeking alternative income streams amidst changing dynamics in the music industry.

Cardi B has also made headlines with her entrepreneurial spirit through Whip Shots, a vodka-infused whipped cream developed in collaboration with Starco Brands. Since its launch in 2021, the product has sold over six million cans, showcasing its popularity as both a fun party accessory and a unique way to elevate cocktails. The whipped cream, available in flavours like vanilla, caramel, and mocha, is shelf-stable and vegan, making it accessible for a wide range of consumers. Cardi herself has embraced this project passionately, and the product's success demonstrates the allure of novelty in the beverage market.

On a somewhat different culinary frontier, Khloe Kardashian has launched a range of protein-infused popcorn under her brand Khloud. Having established a successful career alongside her sisters in various businesses, Kardashian's foray into snacks aims to provide a healthier alternative that is still enjoyable. Her popcorn varieties, such as white cheddar and sweet and salty, contain a blend of milk proteins and reflect an increasing consumer demand for nutritious snacks that fit into active lifestyles.

Snoop Dogg, famed for his music career, diversified his portfolio with Snoop cereals. Initially branded as Snoop Loopz, the cereal faced a legal challenge from Kellogg's, prompting a rebrand. Now marketed as Snoop's gluten-free offerings, the products feature enticing flavours and whimsical packaging aimed at appealing to both children and nostalgic adults. The brand's commitment to social responsibility, with a portion of sales supporting charities fighting homelessness, adds an important ethical dimension to Snoop's entrepreneurial journey.

Culinary ventures among celebrities are not solely limited to snacks and beverages; Ed Sheeran has launched Tingly Ted hot sauce, a collaboration with Heinz that reflects his passion for condiments. After two years of development, the sauce, which features a blend of peppers and spices, aims to cater to the tastes of the health-conscious consumer while remaining versatile for various dishes. The singer's personal affinity for the product echoes a trend where celebrities leverage their culinary interests to create authentic food experiences.

Paris Hilton, having shifted her focus from nightlife to home life, has introduced an all-pink kitchenware line that seeks to add a touch of fun and style to domestic cooking. The range, designed to be both aesthetically pleasing and practical, reflects Hilton's desire to make kitchenware that would resonate with consumers who appreciate design as much as functionality.

Kristen Bell offers a more philanthropic approach through This Bar Saves Lives, a granola bar company that aims to combat global food poverty. Her initiative, founded on her transformative experiences abroad, has provided millions of high-nutrient bars to children in need, not only fulfilling a business model but addressing essential humanitarian concerns.

Post Malone, for his part, has also entered the beverage scene with Maison No.9 rosé. Sharing his wine-making experiences from France, the musician has crafted a product that he hopes will be both affordable and enjoyable for a wide audience. The rapid sales success of his wine upon launch illustrates how artists can authentically translate their tastes into commercial offerings.

Finally, Brad Pitt has ventured into skincare with Beau Domaine, inspired by his experiences in the vineyards of the south of France. While still active in the film industry, Pitt’s commitment to developing a line of premium gender-neutral skincare products shows the potential for brands rooted in personal interests and aesthetics.

These diverse celebrity businesses highlight how figures from various entertainment backgrounds are utilising their brands to create products that resonate with their fans while tapping into current trends in health, wellness, and convenience. As consumers increasingly seek authenticity in their buying choices, the intersection of celebrity culture and innovative product development presents a unique landscape for both marketing and personal expression.

### Reference Map

1. Paragraphs 1, 2: [[1]](https://www.dailymail.co.uk/femail/article-14655717/whipped-cream-mushroom-lattes-celebrity-businesses-brad-pitt-rihanna.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14655717/whipped-cream-mushroom-lattes-celebrity-businesses-brad-pitt-rihanna.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
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* <https://www.dailymail.co.uk/femail/article-14655717/whipped-cream-mushroom-lattes-celebrity-businesses-brad-pitt-rihanna.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - An article from the Daily Mail highlighting various celebrity ventures into the food and beverage industry, including Ellie Goulding's mushroom lattes, Cardi B's vodka-infused whipped cream, Khloe Kardashian's protein popcorn, Snoop Dogg's cereals, Ed Sheeran's hot sauce, Paris Hilton's pink kitchen range, Kristen Bell's granola bars, Post Malone's rosé wine, Brad Pitt's skincare line, and Jon Bon Jovi's pasta brand.
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