

#### Sources For Vibrance Analysis:

<https://lifeofapoptart.weebly.com/pop-tart-flavor-list.html>

[https://www.taquitos.net/snack\\_guide/Pop-Tarts](https://www.taquitos.net/snack_guide/Pop-Tarts)

<https://www.listchallenges.com/pop-tarts-flavors>

<https://www.thedailymeal.com/1448086/every-pop-tarts-flavor-ranked/>

<https://parade.com/1401783/elizabethnarins/pop-tart-flavors/>

<https://www.thrillist.com/eat/nation/pop-tart-flavors-current-available-varieties-ranked>

<https://www.2foodtrippers.com/pop-tart-flavors/>

<https://www.ranker.com/list/best-pop-tart-flavors-v1/ranker-food>

<https://www.delish.com/food/g33565236/pop-tarts-flavors-ranking/>

<https://www.mashed.com/171173/pop-tarts-flavors-ranked-worst-to-best/>

<https://www.delish.com/food/g27396052/pop-tart-flavor-ranking/>

<https://www.thetoptens.com/food/best-pop-tarts-flavors/>

<https://www.youtube.com/watch?v=XPEPROdBOfE>

<https://thedylandeckard.medium.com/ranking-all-25-pop-tart-flavors-4a885f09cae6>

<https://www.audacy.com/wycd/blogs/rachael-and-grunwald-in-the-morning/pop-tarts-flavors-ranked-by-popularity>

<https://www.sweettyhigh.com/read/classic-pop-tarts-ranking-060918>

<https://sporked.com/article/best-pop-tart-flavors/>

Idea find, research, and use some python packages to find the top images for each flavor. Curate an image dataset and then analyze trends related to vibrance. Add review column with number of online articles that reviewed each flavor and standardize the data thinking of using percentiles.

#### Current Standard Flavors

· Blueberry

- Brown Sugar Cinnamon
- Cherry
- Chocolate Chip
- Chocolate Chip Cookie Dough
- Chocolate Fudge
- Cinnamon Roll
- Confetti Cupcake
- Cookies and Crème
- Crisp Apple
- Hot Fudge Sundae
- Pretzel Cinnamon Sugar
- Pretzel Salted Caramel
- Raspberry
- Red Velvet Cupcake
- S'Mores
- Strawberry
- Strawberry Milkshake
- Unfrosted Blueberry
- Unfrosted Brown Sugar Cinnamon
- Unfrosted Strawberry
- Wild Berry

#### **Discontinued Flavors**

- Apple Cinnamon
- Apple Currant / Apple Berry

- Apple Strudel
- Blue Raspberry
- Caramel Chocolate
- Chocolate Cupcake
- Chocolate Graham Cracker
- Chocolate Peanut Butter
- Chocolate Peppermint
- Chocolate Vanilla Cream
- Double Berry (strawberry / blueberry)
- Dutch Apple
- French Toast
- Grape
- Hot Chocolate
- Low Fat Cherry
- Low Fat Chocolate Fudge
- Low Fat Cinnamon Brown Sugar
- Low Fat Strawberry
- Mint Chocolate Chip
- More Frosting Blueberry
- More Frosting Strawberry
- PB&J Strawberry
- Peanut Butter
- Peanut Butter and Jelly (Grape)
- Pretzel Chocolate

- Simply Frosted Harvest Strawberry
- Simply Frosted Orchard Apple Cinnamon
- Strawberry Cheese Danish
- Strawberry Oatmeal
- Unfrosted Cherry
- Vanilla
- Whole Grain Brown Sugar Cinnamon
- Whole Grain Chocolate Fudge
- Whole Grain Strawberry
- Wild! Cherry
- Wild! Fruit Fusion
- Wild! Grape
- Wild! Magicburst
- Wild! Strawberry
- Wild! Tropical Blast
- Wild! Watermelon
- Yogurt Blasts Blueberry
- Yogurt Blasts Strawberry

**Seasonal Flavors** – these come back every year, some are discontinued

- Wild Berry Bloom (Spring 2011 - 2018) now called Spring Berry
- Red White and Berry (Summer since 2012) now called Red White and Blueberry
- Pumpkin Pie (Fall since 2010)
- Sugar Cookie (Winter since 2011)
- Choco-o-Lantern (Fall 2010 – 2012)

- Spookylicious (Fall 2013-17)
- Halloween Chocolate Fudge (Fall 2018-19)
- Gingerbread (Winter 2010-2018)

**Ice Cream Shoppe Flavors:** 2005 - 2012. These were promoted as having 25% less sugar than regular Pop Tarts

- Hot Fudge Sundae
- Ice Cream Sandwich
- Rainbow Cookie Sandwich
- Strawberry Milkshake
- Vanilla Milkshake

**Splits** – two flavors in one pop tart 2007-2012, 2018

- Chocolate / Strawberry
- Chocolate / Vanilla
- Double Chocolate
- Strawberry / Blueberry
- Sugar Cookie / Brownie Batter - 2018
- Strawberry / Cheesecake - 2018

**Pastry Swirls** – 1997 to 2001

- Apple Cinnamon
- Cheese and Cherry
- Cheese Danish
- Cinnamon Cream Danish
- Strawberry

**50th Anniversary Flavors** – 2014

- Birthday Cake

- Milk Chocolate Graham
- Chocomallow Sundae
- Chocolate Vanilla Cream

**Promo tie ins with unique flavors**

- Hello Kitty Meowberry
- Star Wars Lava Berry
- Ice Berry Blast (Ice Age 2)

**Limited Edition Flavors** – these were released for only a short time, usually just a few months

- Guava Mango – 2008
- Dulce De Leche – 2008
- Orange Cream – 2009
- Chocolate Banana Split – 2009
- Confetti Cake – 2011
- Cherry Turnover - 2011
- Vanilla I-Scream Cone – 2012
- Birthday Cake – 2012
- American Apple Pie – 2012
- Marshmallow Hot Chocolate – 2012
- Cinnamon Roll – 2013; this came back as a regular flavor around 2017
- Apple Cinnamon Muffin – 2013
- Blueberry Muffin - 2013
- Watermelon - 2013
- Red Velvet – 2013; this was originally a limited flavor but sold so well they kept it as a standard flavor until 2017, and again in 2021 as Red Velvet Cupcake
- Grape – 2014

- Chocolatey Strawberry – 2014; limited release only at Target stores
- Blue Raspberry - 2015
- Chocolate Vanilla Cream - 2016; limited release only through certain local grocery chains, like Krogers and Harris Teeter
- Caramel Apple – 2016
- A&W Root Beer – 2016
- Orange Crush – 2016
- Pink Lemonade – 2016
- Maple Bacon - 2016
- Dunkin Donuts Mocha Latte – 2017
- Dunkin Donuts Vanilla Latte - 2017
- Jolly Rancher Watermelon – 2017
- Jolly Rancher Cherry – 2017
- Jolly Rancher Sour Apple - 2017
- Sparkle-licious Cherry - 2018
- Caramel Chocolate – 2018
- Mer-mazing Blue Raspberry - 2019
- Chocolate Cupcake – 2019
- Confetti Cupcake – 2019
- Chocolate Churro – 2020
- Cinnamon Churro – 2020
- Froot Loops - 2020; originally a limited flavor, sold so well it is still available
- Lemon Groove - 2021
- Tropical Mango - 2021
- Banana Cream Pie - 2021; limited release only through Wal-Mart

- Lemon Cream Pie - 2021
- Peach Cobbler - 2021
- Mister-E - 2021 (Everything Bagel)
- Mocha Latte - 2021
- Cinnamon Churro Dia de los Muertos - 2021
- Eggo Waffle - 2021
- Boston Cream Donut - 2021
- Apple Fritter - 2021