

# BEDTIME ICE CREAM IS HITTING SUPERMARKETS

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US – **NightFood**'s ice cream is infused with magnesium to help people get a good night's sleep.

The brand – which until recently was only available to buy online or through Amazon – has announced its first major retail distribution partner, Midwestern supermarket chain **Meijer**.

NightFood's ice cream is formulated by sleep and nutrition experts, and is made with magnesium, calcium and zinc. As well as being low in sugar and high in protein, it contains no caffeine and erythritol, a sugar alcohol, to ensure the ice cream has nutritional value as well as aiding sleep. According to the brand, the products have been formulated as a better option for the tens of millions of Americans already eating ice cream at night-time.

Sleep is the new frontier in wellness, with brands developing food, drinks and supplements that calm the mind, aid sleep and restore consumers' bodies as they rest. For more, read our microtrend **Sleep Eats**.