

# GoodPop Introduces a Joyful New Brand Refresh to Pop Through the Freezer Door

AUSTIN, TX, UNITED STATES, February 24, 2026 /EINPresswire.com/ -- Fifteen years after redefining what “good” means in the freezer aisle, GoodPop—the Austin-based brand known for cleaning up classic frozen treats with better ingredients and mission-driven energy—is unveiling its latest brand refresh led by their in-house creative team.

Designed to quickly and impactfully bring GoodPop’s joyful and wholesome ethos to life, the refresh features a modernized logo, brighter color palette, playful design twists, and re-prioritized ingredient claims to echo modern buyers’ desires. After a viral summer that introduced the brand to a new range of customers across generations, this refresh amplifies GoodPop’s category-leading standards with joy and play to drive relevance. This evolution isn’t about changing what’s inside the box, but helping shoppers instantly recognize what makes GoodPop stand out.

The refresh makes slight but impactful updates to GoodPop’s banner logo, now one Pantone shade deeper and set in an all-caps typeface with a thicker border and subtle drop shadow. This preserves the logo’s recognizable DNA—originally sketched by founder and CEO Daniel Goetz in a UT Austin classroom—while giving it a more dimensional feel that amplifies shelf presence and optimizes for crucial split-second decision-making through the freezer door. The refreshed logo also implies a smile with curves in the “G” and “P” — a wink to the nostalgic delight of eating a pop.

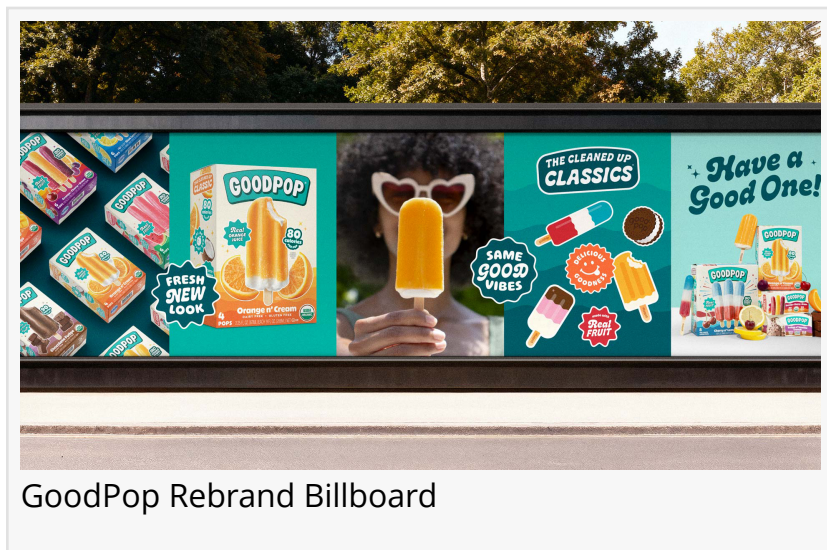


GoodPop Rebrand Boxes



GoodPop Rebrand Before & After

The refresh pairs GoodPop's signature teal with bold, flavor-specific shades. New suspended fruit adds movement and freshness, helping each SKU stand out while strengthening overall brand recognition. The overhaul simplifies ingredient communication as well: all SKUs now highlight the use of real ingredients from a variety of fruits to crunchy cacao—aligned with what consumers value most. Every piece of packaging clearly calls out the absence of artificial dyes and flavors and highlights GoodPop's certified B Corp status.



GoodPop Rebrand Billboard

Early testing of the refreshed packaging revealed a 10% boost in purchase intent—powerful validation given that 80% of shoppers try new products because the packaging attracts them, and nearly half will switch brands for packaging alone. Altogether, the new identity brings GoodPop's mission, flavor, and joy into sharper focus, proving that “better-for-you” can still be the most exciting option in the freezer.

FAQ:

What is GoodPop's new brand refresh?

GoodPop is launching a new packaging refresh that brings a brighter, more joyful look to freezer aisles nationwide. The update includes a modernized logo, vivid color palette, playful illustrations, and clearer ingredient communication.

When will the refreshed packaging be available?

The refresh debuts in early 2026 and GoodPop's website will be updated on February 24th. New packaging will appear gradually as retailers sell through inventory. Shoppers nationwide will start seeing the updated design throughout the first half of 2026.

Why did GoodPop change its packaging?

GoodPop refreshed its packaging to help shoppers more easily recognize the brand and its joyful ethos. In consumer testing, the new design boosted purchase intent by 10%, showing how clearer, more playful packaging helps shoppers decide quickly.

Did GoodPop change its recipes?

No. The brand refresh doesn't affect GoodPop's ingredients or recipes.

What's different about the new logo?

The new logo features a deeper Pantone shade, a bold all-caps typeface, a thicker border, and a subtle 3D effect—helping GoodPop stand out more in the freezer aisle. The design incorporates

smile-like shapes implied within the “G” and “P”.

Will all retailers carry the updated packaging?

Yes. All current retail partners will transition to the new packaging. Find a retailer near you at <https://goodpop.com/store-locator>.

#### About GoodPop

Since 2009, GoodPop has been on a mission to clean up the classic treats we’re nostalgic for by offering better-for-you frozen pops made of real ingredients with less sugar and nothing artificial. Their delicious and wholesome products are genuinely good, inside and out. From the high-quality ingredients they ethically source to how they take care of their partners and planet, GoodPop exists to give back to their communities one treat—and good deed—at a time. GoodPop products come in 20+ delicious flavors and are available nationwide at Whole Foods, Sprouts, Publix, Walmart, Kroger, Costco, and more.

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