

North America's Authentic Icelandic Skyr Celebrates Autumn: Icelandic Provisions Launches Pumpkin Spice

The Season's Most Beloved Flavor Meets a Thousand Years of Icelandic Tradition, Here for a Limited Time

NEW YORK, NY, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- Before fall's first leaf turns and the chill is in the air, [Icelandic Provisions](#) arrives with something the season has been waiting for. Crafted from centuries-old heirloom cultures passed down through generations of Icelanders, their time-tested skyr celebrates the warm embrace of autumn. Today, Icelandic Provisions announces the launch of Pumpkin Spice Skyr — a limited-time offering as fleeting and magnificent as the Northern Lights, from Iceland's most storied dairy tradition.



Thick & Creamy Pumpkin Spice Skyr

After months of refinement to get it right, the flavor gave way to a cozy and nourishing treat, and the secret, as it turns out, was in the pumpkin itself. Real pumpkin, brought to life the way it deserves to be: with brown sugar, real maple syrup, butter, and warm spices, folded into Icelandic Provisions' Thick and Creamy Skyr, the only skyr of its kind made outside Iceland. In a season that has come to mean cinnamon, nutmeg, and very little else, Icelandic Provisions used real pumpkin as the heart of their new flavor.

"We're obsessed with getting our flavors right," says Jesse Saltzman, Product Development & Innovation Manager for Icelandic Provisions. "To get the most delicious product possible, we look at texture, real ingredients, and the way a flavor unfolds in the mouth. Pumpkin as an ingredient is super particular, and it really required us to come up with the perfect blend of ingredients to complement it. A year and over one hundred iterations later, we're so proud that this flavor is our first seasonal LTO."

The limited flavor embodies the essence of the season — warm and cozy and a chance to live in

the moment. The feeling you find in a fire just lit, a morning that asks nothing of you, a spoonful of something slow and delicious.

And while Icelanders may or may not have discovered the secret to healthy living somewhere between hot springs, fresh air, and a national devotion to skyr, Icelandic Provisions can say this much with certainty: wonder, 15 grams of protein, and pumpkin spice have rarely shared a spoon so convincingly.

"Autumn is its own kind of magic, and we wanted to be part of it," says Chris Kuo, Senior Director of Product Development. "But only in a way that felt true to who we are: by using real pumpkin, real craft, and the same heirloom cultures that have been used in Iceland for centuries. To us, there's only one way to create a new flavor like this, and the flavor speaks for itself."

Icelandic Provisions Pumpkin Spice Skyr will be rolling out at Whole Foods Market, Wegmans, Market Basket, The Giant Company, Weis Markets, Giant Eagle, Fresh Thyme Market, UNFI Independent, Raley's, New Seasons, NCG, Town & Country, and Harmons starting August 19th for \$2.19 per container. The flavor is only here for a short amount of time, and that, as any Icelander will tell you, is precisely the point. Follow along on social at [@icelandicprovisions](https://twitter.com/icelandicprovisions) for more information.

About Icelandic Provisions

Icelandic Provisions crafts Skyr the Icelandic way — thick, creamy, delicious, and rooted in over 1,000 years of tradition. Founded in 2013 in partnership with Iceland's oldest farmer-owned dairy cooperative, the brand combines 300-year-old heirloom cultures, purposeful ingredients, and a distinctly Nordic sense of balance. Each product reflects Iceland's approach to life: resilient, nourishing, and quietly optimistic — grounded in nature, yet always looking forward. With a strong commitment to ingredient quality and slow-crafted tradition, Icelandic Provisions offers more than just Skyr — it brings a taste of Iceland's enduring spirit to everyday moments, one spoonful at a time.

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