Eligibility Requirements

Product must have been launched to the U.S. consumer market between Summer 2017 and August 22nd, 2018. Product prototypes are not eligible.

Products must be submitted by the CPG brands or their representatives, not by ingredient or component suppliers.

How to Enter

Go to https://goo.gl/zy5DbT and fill out the entry form. It’s free to enter and companies may submit multiple eligible products*.

*One product per entry form.

I’ve submitted my entry. Now what?

A minimum of 2 product samples for each product entered is required for consideration.

Entries will be disqualified if not received by submission deadline of August 22nd.

Mail product samples to:
Informa Exhibitions
Attn: Danielle Dunlap
2020 N Central Ave. Ste. 400
Phoenix, AZ 85004

What do I get if I win?

In addition to bragging rights, winners will receive:

- An award recognizing the achievement
- Recognition during the SupplySide CPG Editor’s Choice Awards reception in Las Vegas
- Inclusion in an image gallery of all CPG Editor’s Choice Award winners, as well as recognition in the post-event media release

- Inclusion in the post-show coverage on the SupplySide Health & Nutrition Network brand sites, including photos, quotes and discussion of the product’s unique positioning

*It is not mandatory to attend or exhibit at SupplySide West in order to enter or win.
Judging Criteria

Winners are selected by the editors based on market innovation, consumer need, scientific substantiation, integrity and the “cool” factor. Our judges are looking for:

- **Innovation:** The product or brand shows creative thinking and execution; uses a new ingredient, flavor profile, technique or process; uses a familiar ingredient for a new purpose; replaces less desirable traditional ingredients with a cleaner option; and/or is setting a precedent that will disrupt the category.

- **Consumer Need:** The product fulfills a legitimate consumer need or desire, and the brand can explain how it identified the whitespace opportunity, developed the product to fill that industry gap and any consumer response insight.

- **Scientific Substantiation:** The ingredients and processes used to create the product have been tested to ensure consumers will realize the expected benefits; the finished products are delivering efficacious levels of the ingredients based on the research.

- **Integrity:** The product or brand is committed to clean ingredient(s), sustainability, transparency, traceability and safety/security, and effectively communicates these values to consumers.

- **“Cool” Factor:** Wow us with products that we’ve never seen, but now couldn’t live without. Interesting packaging, captivating marketing, appealing delivery systems and capturing trends in extraordinary ways are good ways to impress the editors.
Antioxidant
Antioxidants are often touted for their anti-aging effects, though the benefits of antioxidants reach beyond inflammation into categories such as sports performance and recovery, heart health, brain health and more. We’re looking for researched products in cool delivery forms and that address a real concern consumers face in their busy lives.

Brain Health
The brain acts as the control center of the body, and the brain health category features products that target multiple areas of the brain. Each product offers potential benefits such as reducing stress, promoting sleep, improving focus, boosting eye health and/or promoting positive moods.

Digestive Health
Interest in digestive health continues to climb. Successful products in this key category will include legal label claims and may boast a synergistic blend of successful ingredients such as probiotics, prebiotics, enzymes, fiber and more. Additionally, the products will be appealing enough for consumers who may need to soothe an upset stomach.

Healthy Aging
As more ingredients are found to support the body’s systems throughout the lifespan, companies are delivering efficacious products that can support consumers’ health goals as they think of their future lives. This category includes products that promote healthy aging in a positive manner with proven ingredients and attractive delivery formats.

Heart Health
Science suggests products featuring key natural ingredients can support the heart and circulatory system. Ingredients targeting cholesterol, blood pressure and vein health continue to lead the category. Winning supplements will differentiate themselves by benefit approach, delivery vehicle and superior research and development.

Joint Health
Consumers of all ages are looking to joint health products to ensure flexibility and quality of life well into the senior years. We are looking for products with research, interesting market positioning and, of course, legal claims.

Multivitamin
As a mainstay in the supplement cabinet, multivitamins are of utmost importance. However, product offerings can be stale in multivitamin selections. Winning products in this category will offer innovative positioning including new delivery forms, targeted audiences and new research backing. Wow us with a hip way to get RDAs.

Omega-3s
Omega-3 essential fatty acids (EFA) help consumers manage inflammation, which imparts health benefits throughout the body, from the brain, to the eyes, hearts, joints and beyond. Products in this category will offer different types of sustainable omega-3s, such as docosahexaenoic acid (DHA), eicosapentaenoic acid (EPA) and alpha linolenic acid (ALA) in appealing delivery forms (no fish burps!) and efficacious doses.
Personal Care
Health may be from the outside in, but what you put on the outside should be both healthy and efficacious. Cleansers, creams, lotions and oral care products are designed to keep consumers looking and feeling their best. What are the key ingredients that deliver the experience, and how is your product truly a next-gen personal care breakthrough?

Personalized Nutrition
Nutrition has always been personal, but now it’s tailored to specific consumer needs as knowledge of epigenetics is expanding. This category celebrates the rise in and formulas based on surveys and self-monitoring kits that help products address a consumer’s specific nutrition needs.

Probiotics
Consumers are increasingly interested in probiotics, although usage is often sporadic. Companies are looking to deliver efficacious products in more user-friendly products, whether supplements that don’t require refrigeration, or foods and beverages that can be easily added into the daily diet.

Specialty Supplement
Got a supplement that’s in a category of its own? Then, this category is for you. We’re looking for innovative, specialty products with a high “cool factor.” Apply with products that target a new health effect, have an innovative ingredient combination and/or come in a super convenient delivery system. Research backing a plus.

Sports Nutrition Supplement
The demands of athletes and weekend warriors have expanded beyond just building muscle and boosting energy. The big deal here will be responsibility. This means: free from banned substances/adulterants, proof of meeting label claim, detailed labeling of contents (especially all sources of caffeine), healthy dosing, marketing that targets the appropriate consumers, and realistic claims. Beyond the watchdog stance, a focus will be on innovation of delivery, formulation (have a compelling reason for any “kitchen sink” combos) and user experience (flavors, etc.). And as always, research rules.

Weight Management
Supplements that address weight from a thermogenic, satiety or carb/fat blocking angle are popular among consumers, but FDA is also focused on making sure these products are safe. This Editor’s Choice Award will go to a researched product that shows efficacy and safety, but also inspires consumers to maintain their weight with a cool delivery form and/or by addressing a new aspect of weight management.

Women’s Health
Women are the primary purchasers of natural products and supplements, but they also are looking for products just for them. The women’s health category has expanded beyond the basic menopause and PMS products into formulations developed to support a woman’s unique physiological needs—from heart health and cognitive function to bone and joint support and more. We’re looking for innovative new offerings that go beyond what’s been on the market to deliver something unique for women of all ages.
**Category Descriptions**

**FOOD/BEVERAGE CATEGORIES**

**Allergen Free**
Food allergies are increasingly common; fortunately, the market is full of foods developed and marketed without common allergens. Whether it’s gluten-free, nut-free, soy-free … you name it … we’re looking for the top products that meet the desires of consumers to avoid certain ingredients, while still delivering a delicious experience.

**Animal Nutrition**
Pets are established family members, and their owner/companions are interested in providing enhanced nutritional options. Many prominent trends are running parallel to human nutrition, from organic, whole grain or grain-free to ingredient formulations with no artificial colors, flavors and preservatives. Noteworthy offerings in animal nutrition may target a specific life stage or condition, or provide specific health benefits.

**Bars**
Consumers look to bars for more than something tasty to stop tummy growling; bars are a convenient way for consumers to meet nutrition needs, especially considering a growing number of consumers are eating “on-the-run” in lieu of the standard three meals per day. Increasingly, bars provide at least one functional component while fulfilling consumers’ demands for products made with natural, healthful ingredients. Key considerations include flavor, functionality, innovation and ingredients.

**Breakfast Food**
Convenience and portability are important attributes for a host of breakfast products ranging from yogurts, bars, breakfast sandwiches, toaster pastries, bowls and single-serve cereals. But hurried or not, consumers still want nutritious foods and are drawn to ingredients such as protein, probiotics, fiber, vegetables and grains—as well as products with reduced sugar. Key considerations in this category include breakfast products containing better-for-you ingredients that also offer added nutrition and convenience.

**Children’s Products**
The body needs various nutrients to grow and develop adequately in the early stages of life. However, parents often struggle to get their children to eat foods that supply these important ingredients. We’re looking for foods, beverages and supplements that help children grow stronger, smarter and healthier that kids will be happy to consume.

**Coffee/Tea**
Teas, whether green, black or herbal, and coffee, whether dark roast, cold brew or others, have demonstrated health benefits over the years. Cancer-fighting polyphenols—found in tea—have been shown to decrease prostate and brain cancer, green teas have shown to improve bone mineral density and white teas fight off infections. Coffee drinkers are less likely to have type-2 diabetes, Parkinson’s disease and dementia. This category looks at innovations in coffee and teas with great taste and health benefits.

**Condiment, Dressings & Marinades**
Consumers look to add spices and flavorings to their meals, and a variety of condiments, dressings and marinades help achieve this mission for better tasting food. However, those additions must be healthy, sustainable and, of course, taste great. Products in this category create magic with the attractive ingredients in the right ratios.
**Confectionery**
From chocolates to gummies, consumers of all ages seek healthier confections made with clean label ingredients such as sweeteners, flavors, colors, fats and oils. Leading confectionery companies are launching products made with natural and sustainable ingredients that not only taste good but provide a better-for-you indulgent experience. Key considerations will be new launches that feature clean label ingredients, science-based health claims and interesting applications in the confectionery space.

**Energy Boosters**
Consumers are looking for ways to boost their energy that don’t lead to a crash. From energy drinks to gums and candies, and even into products developed with adaptogens and protein for sustained energy, the category is booming. Showcase your great-tasting energy booster and share the insights about how it works to improve energy healthfully.

**Functional Food/Beverage**
Busy consumers are looking for more out of their foods and beverages. They want great-tasting foods and beverages that deliver health-promoting ingredients. Products in this category deliver tasty, healthy products that are sustainable and fit the clean-label trend.

**Organic Beverages**
Since the early 1990s, organic has had a federal definition related to production methods, and the market for organic beverages continues to thrive with consumer concern over genetically modified organisms (GMOs) and pesticides. This category features tasty drinks that have been certified organic and packaged to health-conscious consumers.

**Plant-Based Food/Beverage**
Animal-alternative foods and beverages appeal to a wide range of consumers including those with lactose intolerance, flexitarians/ pescatarians /vegetarians/vegans, and those looking to reduce their carbon footprints. Key considerations in this category include innovative plant-based foods and beverages that include trending nutrients such as protein, fiber, prebiotics, probiotics, vitamins, minerals and more.

**Snacks, Salty**
From potato chips and pretzels to popcorn and much more, salty options are a go-to for American snackers. However, they’re increasingly looking for snacks with a healthy halo, and even reduced sodium, if they still taste great. Cutting-edge product launches are incorporating added-value ingredients like protein and fiber, as well as natural flavors, enhanced nutrition profiles and much more.

**Snacks, Sweet**
Indulgent treats increasingly aren’t on the outs; instead, Americans are seeking sweet snacking options that have a healthy halo that are good for them and taste great as well. Companies are experimenting with different sweeteners, natural flavors, fewer ingredients (but high quality) and value-adds from vitamins to extra polyphenols in their chocolate.

**Sports Nutrition Food/Beverage**
Athletes want more than supplements to keep them in top performance, but they often are concerned with gastrointestinal (GI) issues. From chews to bars, protein drink mixes, electrolyte ready to drink (RTD) beverages and more, foods to fuel sports focus on all aspects of an athlete’s life, including energy, recovery and muscle building. In this category, we’re looking for innovative foods and beverages with research backing, safe ingredients and a high tolerability level.
**Meet the Judges!**

**HEATHER GRANATO**  
*Vice President, Content, Informa*

Heather Granato is a 25-year veteran of the natural products industry, currently serving as the Vice President, Content, in Informa Exhibitions’ Global Health & Nutrition Network. She has been a presenter at events including SupplySide, Vitafoods, Natural Products Expo, the Natural Gourmet Show and the Folio: Show. Her publishing experience includes Natural Products INSIDER, Food Product Design, Country Living’s Healthy Living, Natural Foods Merchandiser, Delicious Magazine and WomenOf.com. She was named a 2015 Top Woman in Media by Folio; received the 2014 Visionary Award from the American Herbal Products Association (AHPA); and was awarded the CEO Merit Award for Content from Informa in 2014. Granato graduated magna cum laude from the University of Richmond, Virginia, in 1992 with a bachelor’s degree in journalism; she currently serves as a national vice president for Kappa Alpha Theta women’s fraternity.

@HeatherGranato  
heather.granato@informa.com

**SANDY ALMENDAREZ**  
*Editor in Chief, Informa*

Sandy Almendarez entered the natural products industry in 2009 when she joined Virgo Publishing (now Informa Exhibitions) as an assistant editor. Since then, she’s worked her way up to editor in chief where she writes, edits and manages content for INSIDER, the official media brand of SupplySide, Ingredient Marketplace and the Vitafoods tradeshows. In 2015, Sandy and the rest of the INSIDER team was named B2B Editorial Team of the Year from Folio:.

@SandyAlmendarez  
sandy.almendarez@informa.com

**RACHEL ADAMS**  
*Managing Editor, Informa*

Rachel Adams joined Informa’s Health & Nutrition Network in 2013. Her career in the natural products industry started with a food and beverage focus before transitioning into her role as managing editor of Natural Products INSIDER, where she covers the dietary supplement industry and manages INSIDER’s Supplement Perspectives blog.

@r_adams03  
rachel.adams.us@informa.com
Meet the Judges!

**JUDIE BIZZOZERO**
Editor

Judie Bizzozero, editor, has more than 30 years’ experience as a professional journalist. She joined Virgo Publishing (now Informa Exhibitions) in 1988 as an associate editor and worked her way up to group editorial director of its Lifestyle Division. She moved over to the Health & Nutrition Network in 2008, where she reports on global market trends, science-based ingredients, strategy and formulation in the development of clean label food and beverage products. She graduated from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University in 1987 with a bachelor’s degree in journalism.

judie.bizzozero@informa.com

**JOSH LONG**
Legal and Regulatory Editor

Josh Long has been a journalist since 1997, holds a J.D. from the University of Wyoming College of Law, and was admitted to practice law in Colorado in 2008. Josh is Legal and Regulatory Editor with Informa’s Health and Nutrition Network, specializing on matters related to INSIDER.

josh.long@informa.com

**STEVE MYERS**
Senior Editor

Steve Myers, senior editor, is a graduate of the English program at Arizona State University. He first entered the natural products industry and Virgo Publishing in 1997, right out of college, and he has managed to escape the searing Arizona heat by relocating to the Washington D.C. metro area. His focus has been on the financial, regulatory and quality control issues in the industry, in addition to writing stories on all aspects of the industry, from research results to manufacturing topics.

steve.myers@informa.com
Meet the Judges!

TODD RUNESTAD
Senior Staff Writer

I’ve been writing on nutrition science news since 1997. I’m supplements editor for newhope.com, Delicious Living and Natural Foods Merchandiser. Former editor-in-chief of Functional Ingredients magazine and still cover raw material innovations and ingredient science.

My daily vitamin regime includes a morning smoothie with a range of powders including protein, collagen and spirulina; a quality multi, B complex, C with bioflavonoids, >2,000IU vitamin D, E, magnesium, high-selenium yeast, PQQ, choline, alpha-lipoic acid with carnitine, coQ10, fish oil concentrate, probiotics and some adaptogenic herbs.

todd.runestad@informa.com

GINGER SCHLUETER
Assistant Editor

Ginger Schlueter joined the Natural Products INSIDER team as an assistant editor in 2017. She began her professional career as an English teacher, but soon transitioned into journalism to follow her true passions—writing, editing and interviewing professionals. Her first journalistic position was in the security industry and now, she is thrilled to embark into the exciting world of health and wellness, which has always been a topic of research and interest in her life. Ginger graduated from Midwestern State University with a Bachelor’s degree in English and from National University with a Master’s degree in English.

ginger.schlueter@informa.com