



NEXTY Awards Nomination Guide

Awarded in conjunction with Natural Products Expo East 2022, natural products industry CPG brands can nominate their products in hopes of garnering widespread industry recognition and accolade. Winners will be announced on the Natural Products Expo Virtual platform on September 21, prior to Expo East 2022, and on newhope.com.

This nomination guide will give you all the information you need to successfully nominate your product for a NEXTY Award.

NOMINATE HERE!



IMPORTANT DATES

Nominate your product

Nominations close **Thursday, July 7, 2022.**

Ship your product samples to our New Hope Network office!

Product sample delivery deadline: **Wednesday, July 13, 2022.**

New Hope Network
ATTN: NEXTY Awards
5541 Central Ave, Suite 150
Boulder, CO 80301

Winners will be announced in a virtual awards presentation on September 21, LIVE on the Natural Products Expo Virtual (NPEV) platform, prior to Expo East.



COST

Any CPG brand in the natural products industry can nominate a finished product to the Expo East 2022 NEXTY Awards.

- Expo East exhibitors and/or NPEV All-access members: \$145 per nomination.
- Non-Exhibitors: \$195 for the first nomination, \$145 for each additional nomination.

Note: A single nomination is a product nominated in a single category. A single product nominated in two categories is two nominations. Two different products/flavors (in a single product line) nominated in a single category is two nominations.



BENEFITS

There are an array of benefits for both finalists and winners of a NEXTY Award. Check out all of the benefits [here](#).



Categories

- **Best New Organic or Regenerative Organic Certified Product**
Food, beverage, supplement or other. This category is for brands that are doing more by engaging in policy to strengthen organic or regenerative organic standards, converting or expanding acreage or showcasing a deep understanding of the ecological journey to their organic or regenerative efforts. Nominating brands must be Certified Organic (USDA NOP standards or equivalent) or Certified Regenerative.
- **Best New People-Forward Product**
Food, beverage, supplement or other. These brands put people first, whether through their transparent, fair or direct-trade sourcing practices, support of local or global communities, vertical integration, justice, equity, diversity and inclusion practices; support of food access, living wages, employee care, etc.
- **Best New Planet-Forward Product**
Food, beverage, supplement or other. These brands have demonstrable commitments to sustainable environmental practices (alternative energy, zero waste, regenerative agriculture, circular economies, environmentally responsible packaging, food waste, upcycling...) and exhibit an exemplary level of transparency and understanding of how their practices impact the planet.
- **Best New Supplement²**
- **Best New Condition-Specific Supplement²**
- **Best New Natural Living Product**
Includes natural products for the home, as well as apparel, pet products, kids' gear... etc.
- **Best New Personal Care or Beauty Product**
- **Best New Meat, Dairy or Animal-based Product¹**
- **Best New Meat Alternative or Dairy Alternative¹**
- **Best New Pantry Food¹**
Center-aisle foods such as breakfast items, dry goods, baking mixes, whole grains, meal helpers, canned or packaged vegetables or beans, soups, pastas and bread products.
- **Best New Condiment, Sauce and/or Dip¹**
Refrigerated or shelf-stable condiments, pasta and pizza sauces, other sauces and dips.
- **Best New Savory or Salty Snack¹**
- **Best New Sweet or Dessert¹**
Frozen or Non-frozen.
- **Best New Frozen Product¹**
Savory frozen products, NOT sweet.
- **Best New Sweet Snack¹**
- **Best New Beverage**
This may include RTD beverages, drink mixes, teas, juices and coffees that are labeled with the appropriate supplement or nutrition facts panel where required.
- **Best New Special Diet Food¹**
Keto, Vegan, Paleo, FODMAP, Whole 30, GF.
- **Best New Functional Food or Beverage**
Foods and beverages that seek to support wellness by harnessing functional ingredients such as botanicals, adaptogens, nootropics, etc. Brands are strongly encouraged to include amounts per serving information for the functional ingredients in their nominations, particularly in support of any wellness claims made about the product on the packaging.
- **Best New Product Supporting a Plant-Based Lifestyle**
Food, beverage, supplement or other. These products help promote and educate about the benefits of a plant-based lifestyle and answer a growing consumer demand for plant-forward products that support climate, health and/or animal welfare issues.

¹ Nominated products must have a nutrition facts panel.

² Nominated products must have a supplement facts panel.

Note: Please be aware that to maintain the compliance quality and integrity of your product presentation(s) in the Nexty Award program, our Standards Department reviews nominee product labeling for compliance with the [Expo Standards](#) and [Ingredients Standards](#). This applies to both exhibitors and non-exhibitors at Natural Products Expos East and West and Natural Products Virtual Community. Please contact Standards@NewHope.com if you have any questions or want to ensure that your product labeling is NEXTY ready!



Question Fields



CONTACT INFORMATION

Name of company nominating product

First and last name

Job title

Phone number

Email address (Note: All communication will be sent to this email address.)

Name of company nominating product

Are you filling out this nomination form on behalf of a company?

Yes/No

If answer is Yes:

Please provide contact info for someone at the company
(we'll still email NEXTY notifications to you though).

Must provide contact info

Full Name, Email Address, Phone Number



PRODUCT DETAILS

Full name of the specific product you are nominating

Select the categories you would like to nominate your product in

(Reminder: A single nomination is a product nominated in a single category. A single product nominated in two categories is two nominations.)

When did your product launch?

(Month and year)

Product SRP (in USD)

Product website

Where and how is your product distributed?

For example, direct-to-consumer only; in a certain region of Whole Foods;
through a certain distributor or in certain major markets

Upload an image of your product with a transparent background.

These images may be used for print and other features. Please upload the highest resolution possible (minimum 500kb, 2500 x 2500 preferred). Mockup images may be used for products that are not yet in their final packaging.

Upload your Label Flat

Standards Claims

Do any of the following certifications appear on the packaging of the nominated product?
Organic, Gluten Free, Non-GMO Project (NGP)

If so, upload a copy of your company's current certification(s), or your supplier's or co-packer's certification with brand identification.





Question Fields



PRODUCT DETAILS

Is this product certified organic?

Yes/no

Is this company B-Corp Certified?

Yes/no

Does this product have environmentally responsible packaging?

(The packaging of the product reduces the overall environmental impact compared to conventional packaging. It uses reusable packaging, reduced packaging, is made with recycled materials or is made of recyclable or compostable material).

Yes/no

Is this company BIPOC owned?

Yes/no

Is this company woman owned?

(certification not required)

Yes/no





Question Fields



THE THREE I'S

Please provide a one-sentence description of this product (30 words or less).

How does your product exemplify the NEXTY criteria of Innovation, Inspiration and Integrity?

These next three questions are your opportunity to share your product and brand story in an effort to stand out from the other nominated products. The following is reviewed by our expert judging team, so please be specific and concise when speaking to each of the three I's. We encourage you to be detailed and technical—it provides our team with a better understanding of your brand and product. ALL of these responses are read to our judges during both rounds of judging.



INNOVATION:

Describe how this product is a result of truly creative thinking and execution; uses a newly discovered or rediscovered ingredient, flavor profile, technique or process; fills a legitimate (though perhaps not yet recognized) natural products market need or niche; and/or is predicted to have longer-term impact in the industry. (150 words or less)*



INSPIRATION:

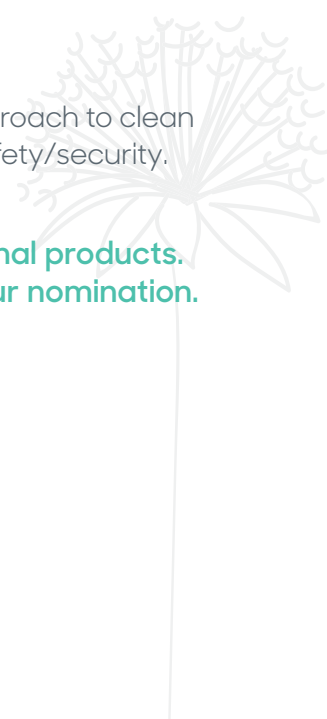
Describe how this product or company adheres to an unusual or new mission targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated, focused and effective, with real, wide-reaching potential or already proven positive social or environmental impact. (150 words or less)*



INTEGRITY:

Describe how this product or company takes a creative, next-gen approach to clean ingredient(s), sourcing, sustainability, transparency, traceability and safety/security. (150 words or less)*

After these questions, you will be asked if you wish to nominate additional products. You can either choose to nominate additional products or complete your nomination.





Shipping your samples – read carefully



In order to complete your NEXTY nomination you **MUST** send **AT LEAST** one product per nominated category and have it arrive to the New Hope Network offices by **Wednesday, July 13, 2022**. Please ship to:

New Hope Network
ATTN: NEXTY AWARDS
5541 Central Ave, STE 150
Boulder, CO 80301

What is needed in my product shipment?

- **Print your nomination sheet(s):**

If you nominated a single product, click the button "Print Entry" on your confirmation page and print the sheet.

If you nominated multiple products, click each printer icon under "Print Entry" on the confirmation page and print each sheet for each product.

- **Please include a nomination sheet for each product you have nominated.**

If you nominated multiple products, please provide the nomination sheet for each product.

If you have nominated a single product, please provide the single nomination sheet.

How many samples should I send?:

- Please send enough samples for each category a product was nominated in.

- For a single product nomination in a single category, roughly 10 judges will need to sample your product.

For example:

Example 1: A frozen meal is nominated in a single category. Only one to three product samples are needed. We prepare the single meal and there is plenty for 10 judges to have a small sample.

Example 2: A 2 oz wellness shot is nominated. Roughly 5 product samples are needed, so that each judge can sample at least 1 oz.

- If you nominate a product in multiple categories, you must send enough product samples for each individual category.

Example: If a protein powder is nominated in 3 categories, please send 3 canisters/3 pouches of the protein powder as some of the categories are judged simultaneously.

A few more things:

- All nominated products from the same company should be sent together in one shipment.
- We ask that you don't use non-recyclable materials in your shipment. For example: styrofoam peanuts.
- If a shipment should be refrigerated or frozen upon arrival, please write this in large letters on the OUTSIDE of the box.
- **IMPORTANT** Please be cautious when shipping dry ice. Make sure that packaging is appropriately labeled and that the dry ice will not come into contact with or harm skin upon opening boxes.
- Your product samples will not be returned and may be donated after judging.

Have questions about the NEXTY Awards and specifications?

[Read our FAQ](#) page to learn more.

Still have questions? You can contact us [here](#).