



NEXTY Awards Nomination Guide

Awarded in conjunction with Natural Products Expo West 2024, natural products industry CPG brands can nominate their products in hopes of garnering widespread industry recognition and accolade. Winners will be announced on-site at the start of Expo West.

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 open:
December 12, 2023

Nominations close:
January 9, 2024

Early bird nominations:
December 12-21, 2023

Ship your product samples to our New Hope Network office!*

*IMPORTANT: Samples will only be
accepted from January 2-11, 2024

WE HAVE MOVED!!

Please make note of
our new office
address to ship
samples to:

New Hope Network
ATTN: NEXTY Awards
1710 29th Street
Suite #2044
Boulder, CO 80301



COST

Any CPG brand in the natural products industry can nominate a finished product to the Expo East 2023 NEXTY Awards.

Expo East exhibitors: \$195 for the first nomination.

Non-Exhibitors: \$295 for the first nomination.

Early-bird discount:

Nominations completed during December 12-21, 2023 will receive a one-time \$50 discount on their first product nomination.

(Discount only applies to the first nomination.)

This fee helps to cover costs associated with processing, organizing and storing all nominations, as well as staff and expenses for the judging process.

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

People-Forward Product

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.

Planet-Forward Product

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.

Certified Organic Product

This category is for brands that are doing more by engaging in policy to strengthen organic standards, converting or expanding acreage or showcasing a deep understanding of the ecological journey to their organic efforts. Nominating brands must be Certified Organic (USDA NOP standards or equivalent).

Natural Living Product

Includes natural products for the home, such as cleaning supplies, apparel, pet products, clothing, gear, etc.

Certified Regenerative Product

This category is for brands that are doing more by engaging in policy to strengthen regenerative standards, converting or expanding acreage or showcasing a deep understanding of the ecological journey to their regenerative efforts. Nominating brands must be Regenerative Organic Certified, Land to Market Verified or Certified Regenerative by AGW.

Plant Party!

These products help promote and educate about the benefits of putting plants at the forefront and answer a growing consumer demand for plant-focused products that support climate, health and/or animal welfare issues. Products do not need to be strictly 100% plant-based or vegan (i.e. honey may be used as a sweetener) but rather celebrate the plants at center stage.

Natural Kid's Product

Gear, supplements, foods or beverages designed with the youngest consumers in mind.



Categories

Packaging

These products have packaging that stands out for its sustainability, messaging, branding, design or innovation.

Sustainable Supplement

These products put sustainability front and center, whether through the use of regenerative or organic ingredients, good sourcing practices, renewable energy, innovative packaging or other exemplary practices.

Supplement Trailblazer

These products are industry trailblazers, answering the question "what's next?" in supplements. They might exhibit strong scientific rigor, the use of cutting-edge technology, inventive delivery formats or address conditions not yet widely known or understood.

Supplement for the Mind

These products are formulated for and positioned to address conditions of the mind including stress, mood, sleep, relaxation, focus, concentration, etc.

Supplement for the Body

These products are formulated for and positioned to address conditions of the body including skin, bones, performance, weight management, joint and heart health, digestion, microbiome, etc.

Personal Care Product

This includes products such as oral care, personal hygiene, soaps and shampoos, deodorant, etc.

Beauty and/or Skincare Product

This includes cosmetics, serums, oils, lotions, skincare, hair styling products, makeup, etc.

Functional Food and Beverage

These products 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 nomination application, particularly in support of any wellness claims made about the product on the packaging.

Meat, Dairy or Animal-Based Product

Meat Alternative

Dairy Alternative

Special Diet Food

Keto, vegetarian, Paleo, FODMAP, Whole 30.



Categories

Pantry: Canned Goods, Jars and Pouches

Pasta sauces, tinned fish, vegetable or fruit preserves, soups, heat-and-eat grains, beans and other meals, etc.

Pantry: Pastas, Grains, Beans and Rice*

Center-aisle foods such as breakfast items, dry goods, baking mixes, whole grains, meal helpers, pastas, etc.

*Uncooked

Gluten-Free Product

Vegan Product

Spices and Condiments

Herbs, salts, traditional condiments, slaws, relishes, pickles...)

Dips and Spreads

Breads and Bakery

Refrigerated, frozen or self-stable

Packaged Produce (dehydrated, fresh, frozen)

Salad kits, sprouts, prepared beets, frozen smoothie fruit and acai bowls, packaged mushrooms, etc.

Savory or Salty Snack

Sweet Snack and Desserts

Chocolate, cookies, gummies, fruit snacks and other sweet treats.

Frozen Desserts

Ice cream, popsicles and novelties.

Prepared Frozen Products

Pizza, frozen dinners and other savory frozen products. NOT sweet.

Beverage

This includes all RTD beverages, drink mixes, juices and mixers that are labeled with the appropriate supplement or nutrition facts panel where required.

Coffee or Tea

RTD, cold brew, loose leaf, bagged, whole grain or ground.

Adult Non-Alcoholic Beverages

Alcohol-free beer, wine, cocktails and other drinks.

Alcoholic Beverages

Beer, wine, spirits and other alcoholic drinks.

Editor's Choice Award

Will be decided on site at Expo West

People's Choice Award

Will be decided on site at Expo West



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 the 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



Question Fields

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

When 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. Please upload images of the product only (no lifestyle shots).

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) and/or Regenerative.

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 or regenerative?

Yes/No

Is this product certified organic or regenerative?

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



Tell us about your product

Please share your product and brand story, and how your product exemplifies Innovation, Inspiration and Integrity (The Three I's—see below). (400 words or less)

THE THREE I'S

Your product will be judged using the NEXTY criteria of Innovation, Inspiration and Integrity (see definitions below).



INNOVATION:

The product is a result of truly creative thinking and execution. We ask does it rely on a certain processing technique or production process? Does it use a newly discovered or rediscovered ingredient, or introduce a new flavor profile? Does it fill 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.



INSPIRATION:

The 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.



INTEGRITY:

The product or company takes a creative, next-gen approach to clean ingredient(s), sustainability, transparency, traceability and safety/security.

We encourage you to be detailed, specific and transparent about your product (i.e. ingredients, sourcing, impact etc.) Feel free to use bullet points or full sentences. ALL of these responses are read by our expert judges during both rounds of judging.

After these questions, you will be asked if you wish to nominate additional products.



Shipping your samples – read carefully as our address has changed!

In order to complete your NEXTY nomination you MUST send AT LEAST one product per nominated category to our New Hope Network office:

New Hope Network
ATTN: NEXTY Awards
1710 29th Street
Suite #2044
Boulder, CO 80301

IMPORTANT

Products that arrive before January 2, 2024 risk not being received as our offices will be closed for the holidays. All samples are due by January 11, 2024.

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.

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.



Shipping your samples – read carefully as our address has changed!

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](#).