



## NEXTY Awards Nomination Guide

Awarded in conjunction with Natural Products Expo West 2025, 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.

**NOMINATIONS OPEN NOW!**

## IMPORTANT DATES

### Nominate your product

Nominations open:  
September 16, 2024

Nominations close:  
December 2, 2024

Early bird nominations:  
September 16 - October 16, 2024

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

\*IMPORTANT: Perishable samples will only  
be accepted from December 2 - 5, 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 West 2025 NEXTY Awards.**

Expo West exhibitors: \$245 for the first nomination, \$195 per additional nomination

Non-Exhibitors: \$345 for the first nomination, \$195 per additional nomination

### **Early-bird discount:**

Nominations completed between September 16 – October 16, 2024 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 certified by an accredited third-party agency such as Regenerative Organic Certified, Land to Market Verified, Regenified, 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

### **Prepared Pantry**

Canned goods, jarred sauces, heat and eat meal helpers, etc.

### **Pantry Staples**

Dry goods and uncooked items such as pasta, rice, grains, oats, cereals and baking mixes.

### **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 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.

### **Editors' 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 gluten-free?

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

**\*Please Note:**

***ALL NEXTY FINALISTS will be announced by New Hope Network on February 12, 2025. By nominating your product to the NEXTY Awards, you agree that New Hope Network can publish information about nominated products including product names, images, etc. on and after this date.***





## 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

To ensure products are samples at peak freshness we ask that perishable samples only be sent to arrive from December 2-5, 2024. All samples are due by December 5, 2024.

[What's my product shipment?](#)

### Print your Confirmation Email:

Please print out a copy/screen shot of your confirmation email for your nomination. This includes a QR code for us to scan and check in your samples.

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

If you nominated multiple products, please provide the confirmation email with the QR code for each product. If you have nominated a single product, please provide the single print out of the confirmation email with the QR code and other product details.

### 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.



## 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](#).