



## NEXTY Awards Nomination Guide

Awarded in conjunction with Natural Products Expo Virtual, natural products industry CPG brands can nominate their products in hopes of garnering widespread industry recognition and accolade. Winners will be announced during Expo West Virtual Week hosted on the Natural Products Expo Virtual platform.

The goal of this nomination guide is to equip you with the information you need to successfully nominate your product for a NEXTY Award.

[NOMINATE HERE!](#)



### IMPORTANT DATES

#### Nominate your product

Nominations close **Tuesday, March 16, 2021.**

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

Product sample delivery deadline: **Friday, March 19, 2021.**

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

#### Winners announced through Natural Products Expo West Virtual!

Winners surprised during the NEXTY Awards Winners Announcement the week of May 24, 2021.



### COST

Any CPG brand in the natural products industry can nominate a finished product in the Expo West 2021 NEXTY Awards.

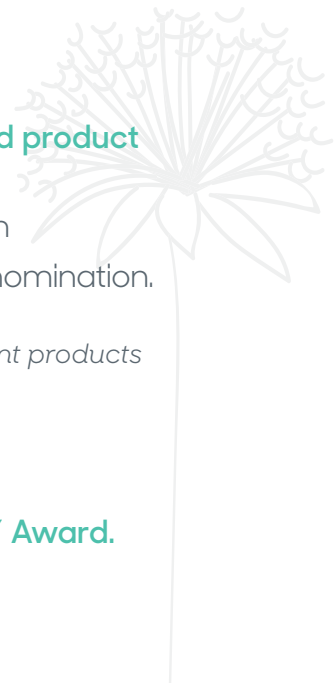
- Natural Products Expo West Virtual Exhibitors: \$95 per nomination
- Non-Exhibitors: \$195 for the first nomination, \$95 for each additional nomination.

*Note: A single nomination is a product nominated in a single category. A single product nominated in two categories is two nominations, and two different products 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 Food<sup>1</sup>**  
(must be certified organic)
- **Best New Pantry Food<sup>1</sup>**  
(staple foods, center aisle foods)
- **Best New Frozen Product<sup>1</sup>**  
(not sweet)
- **Best New Meat, Dairy or Animal-Based Product<sup>1</sup>**  
(animal-based food/beverage)
- **Best New Meat Alternative or Dairy Alternative<sup>1</sup>**  
(plant-based food/beverage)
- **Best New Sweet Snack<sup>1</sup>**
- **Best New Savory or Salty Snack<sup>1</sup>**
- **Best New Special Diet Food<sup>1</sup>**  
(gluten free, vegan, paleo, etc)
- **Best New Condiment**
- **Best New Sweet or Dessert**  
(frozen or non-frozen)
- **Best New Organic Beverage<sup>1</sup>**  
(must be certified organic)
- **Best New Ready-to-Drink Beverage<sup>1</sup>**
- **Best New Tea or Coffee**
- **Best New Personal Care or Beauty Product**
- **Best New Supplement<sup>2</sup>**  
(product must have a supplement facts panel)
- **Best Condition-Specific Supplement<sup>2</sup>**  
(product must have a supplement facts panel)
- **Best New Sports Nutrition or Active Lifestyle Product**
- **Best New Natural Living Product**  
(includes natural products for the home or pets)
- **Best New Natural Kid's Product**  
- Food, beverage, supplement or personal care product made for kids.
- **Best New Hemp/CBD Product**  
- These products contain cannabinoids, hemp extracts and/or hemp oils. [Read our CBD Standards here.](#)
- **Best New Product Supporting a Healthy Microbiome**  
- The application or intake of these products improves the health of the human microbiome. Product can fall under food, beverage, supplement, personal care, natural living or other.
- **Best New Mission-Based Product**  
- These products encourage healthy living and industry growth through initiatives that support regeneration, farmers, employees, environment, organizations and/or communities in need.
- **Best 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.

<sup>1</sup> Nominated products must have a nutrition facts panel.

<sup>2</sup> Nominated products must have a supplement facts panel.



## 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).*

Full name

Email address



### PRODUCT DETAILS

#### Name of product you are nominating

#### Select the categories you would like to nominate your product in

#### 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](#).

If your product isn't in its final packaging, we'll need you to upload a [label flat](#)





## 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

Does your company engage in any of the following diversity and inclusion activities?  
(select all that apply)

*In answering the following question, please consider diversity and inclusion activities to include efforts to support justice, equity, diversity and inclusion of minority populations: race, color, national origin, religion, sexual orientation, physical or mental disability.*

Our founder or CEO is from a minority population

Our senior leadership has minority representation

Our board of directors has minority representation

Our mission directly supports diversity and inclusion

Our staffing and employment practices quantify and track diversity and inclusion goals

Our products, communications, marketing practices quantify and track diversity and inclusion goals

Our company culture actively welcomes, acknowledges, and honors voices of a diverse community

Our employee benefits and time off practices are designed to reflect the needs of a diverse employee base

None of the above





## 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 shine. The following is reviewed by our expert judging team, so please be specific and concise when speaking to each. We encourage you to be detailed and technical – it provides our team with a better understanding of your brand and product.



#### INNOVATION:

Describe how this product is new (not a "me too" approach), needed and creative. (100 words or less)\*



#### INSPIRATION:

Describe how this product is mission-focused, addresses an issue or has a positive social or environmental impact. (100 words or less)\*



#### INTEGRITY:

Describe how this product encompasses superior and clean ingredients and qualities (such as taste, texture, traceability or efficacy). Describe how your company demonstrates sustainability, transparency, trust and good values (such as organic or fair-trade certification, or community development programs). (100 words or less)\*

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





## Shipping your samples – read carefully



In order to complete your NEXTY nomination you **MUST** send one product sample per category by Friday, March 19, 2021. Please send them 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 blue 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 product sample is 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 bag of potato chips is nominated in three categories, please send three bags of potato chips.

- **Please do not send excess product samples.**

### 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 note that on the box.
- 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](#).

