

Attention: Assignment Editors and Consumer Reporters

*** FOR IMMEDIATE RELEASE ***



2011 Best New Product Award winners announced from the 8th annual BrandSpark Canadian Shopper Study

Toronto, ON (January 19, 2011) – BrandSpark International’s Best New Product Awards (BNPA), one of the largest North American consumer survey programs focused on new product development and innovation, announce the winners from its eighth annual BrandSpark Canadian Shopper Study. The study, which surveyed more than 36,500 Canadian consumers, who voted upon 169 products in 55 product categories uncovered key findings including: Canadians embracing reusable shopping bags; consumers’ increased desire for organic health, beauty and household products; and consumers’ lack of faith in private label beauty products.

The Top 2011 Best New Product Award Winners are:

- Best in Food & Beverage Category and Best in Show: **Europe’s Best Antioxidant Fruit Blend Frozen Fruit**
- Best in Health & Beauty Category: **Trojan Fire & Ice Condoms**
- Best in Household Products Category: **Arm & Hammer Double Duty Cat Litter**

A complete list of winners follows.

“Winning a Best New Product Award means that thousands of consumers have purchased, sampled and endorsed the product as the best in its category,” says Robert Levy, Founder of the Best New Product Awards and President of BrandSpark International, the independent brand strategy and market research firm responsible for developing and managing the BrandSpark Canadian Shopper Study on which the Best New Product Awards are based. “Because the award is 100% consumer-voted and not juried by a panel, when consumers see the Best New Product Award logo on packaging or in advertising, it’s like receiving a direct endorsement from thousands of everyday shoppers.” Two of the most trusted consumer magazines in Canada have both attached their names to the award – *Canadian Living* and *Coup de Pouce*.

For more information about the Best New Product Awards and for key insights into the minds of Canadian consumers, including: trends for 2011, most trusted brands and consumer purchase drivers, please visit www.BestNewProductAwards.biz.

2011 Best New Product Award Winners:

Food & Beverage Winners

Category	Product
Lower Calorie Beverages	Ocean Spray Diet Blueberry Cocktail
Juice	Minute Maid Pure Squeezed
Juice Blend	Oasis Nature’s Collection – Black Cherry Blackberry
Ice Cream	Breyers Smooth & Dreamy
Non-carbonated Beverages	Aquafina Plus Vitamins 10 Cal
Dairy Alternatives	Earth’s Own Almond Fresh Unsweetened Almond Beverage
Better for you Snacks	Craisins Sweetened Dried Cranberries Blueberry Juice Infused and Pomegranate Juice Infused
Chicken Products	Maple Leaf Prime Gourmet
Meat Alternatives	Yves Veggie Chili
Snack Bars	Fibre 1 100 Calorie Bars
Confectionary	Cadbury Caramilk Snack Cakes
Bread	Gadoua Multigo Loaf
Specialty Bread	Stonemill Cranberry Pumpkinseed Bread
Frozen Fish	High Liner Pan Sear Selects -Lime Chili Tilapia & Savoury Herb Cod
Frozen Fruit	Europe’s Best Antioxidant Fruit Blend Frozen Fruit <i>(Best in Food & Beverages and Best in Show)</i>
Soup	Knorr® Lipton Chicken Noodle Nutri Soup with 25% less salt
Frozen Pizza	Casa di Mama Bacon
Salad Dressing	Pure Kraft Refrigerated Dressing
Asian Flavor Enhancers	VH Thai Market Spicy Thai Chili Sauce
Snack Cheese	Black Diamond Mild White Cheddar Cheese Portion Pack
Shredded Cheese	Kraft 4 Cheeses Italiano Light Shredded Cheese

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Category	Product
Yogurt	Yoplait Asana
Savoury Snacks	Rice Thins Brown Rice Crisps
New Ethnic Foods	Indian Life Masala Vegetable Samosas
Products with Sustainable Packaging	Sun Chips Compostable Bag

Health & Beauty Winners

Category	Product
Anti-Aging	Olay Regenerist Anti-Aging Eye Roller
Women's Underarm Protection	Lady Speed Stick Stainguard
Men's Underarm Protection	Old Spice Collection – All Day Fresh
Hair Styling Products	Herbal Essences Tousle Me Softly Mousse
Shampoo & Conditioner	Pantene Pro-V Colour Hair Solutions Colour Preserve Shine Shampoo & Conditioner
Men's Grooming	Dove Men+Care Body and Face Wash
Feminine Care	Always Infinity
Mouthwash	Listerine Total Care for Sensitive Teeth
Diapers	Pampers Cruisers with Dry Max
Toothpaste	Sensodyne iso-active
Topical Pain Reliever	Rub A535 Natural Source Arnica Gel-Cream
Condoms	Trojan Fire & Ice Condoms (<i>Best in Health & Beauty</i>)
Body Wash	Dove Go Fresh Body Wash - Revive
Women's Razors	Venus Embrace Disposables
Men's Razors	Gillette Fusion ProGlide Manual/Power Razor
Acne Treatment	Burt's Bees Natural Anti-Blemish Solutions Targeted Spot Treatment
Kids Powered Toothbrush	Arm & Hammer Spinbrush My Way
Adult Powered Toothbrush	Oral-B Pulsonic Power Toothbrush
Hair Removal	Nair Shower Power Max
Vitamins	Rexall Omega-3 Women's Formula Vitamins
Face Makeup	Revlon PhotoReady Makeup
Children's Medication	Infants' Tylenol Fever From Colds or Flu
Facial Moisturizer	L'Oreal Paris Ideal Skin Genesis Complexion Equalizer
Mascara	L'Oreal Paris Extra Volume Collagen Mascara
Sunscreen	Neutrogena Ultra Sheer Dry-Touch Sunscreen SPF 70
Hand Soap	Softsoap Pink Grapefruit Hand Soap

Household Products Winners

Category	Product
Laundry Cleaning	Sunlight Deep Clean Laundry Detergent
Pet Care	Arm & Hammer Double Duty Cat Litter (<i>Best in Household</i>)
Stain Remover	Tide Stain Release 18 Pac
Air Freshener	Febreze Home Collection

About BrandSpark International

BrandSpark is an international independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. www.BrandSpark.com.

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To download images of the 2011 BNPA winning products, please visit <http://www.jeffersondarrell.com/artwork> | Password: JDA1
 For interview requests, to receive additional information about trends, key insights, most trusted brands, consumer purchase drivers or for more information about the BrandSpark Canadian Shopper Study, please contact:

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