



# BEST NEW PRODUCT AWARDS 2017 SHOPPING LIST

OVER 10,000 CONSUMERS PARTICIPATED IN AN INDEPENDENT RESEARCH STUDY TO DETERMINE THE BEST NEW PRODUCTS OF 2017. CHECK OUT THE WINNING PRODUCTS BELOW.

## 2017 BEST NEW PRODUCT AWARD WINNERS

- BABY FOOD: ALDI Little Journey Baby Purees
  - BABY WASH/SHAMPOO: Johnson's Head-to-Toe Extra Moisturizing Baby Wash
  - BABY WIPES: Johnson's Head-to-Toe Baby Cleansing Cloths
  - BREAD: ALDI Specially Selected Brioche Buns
  - COCONUT WATER: ALDI Nature's Nectar Coconut Water
  - CONDITIONER: Pantene Expert Intense Hydration Conditioner
  - COOKING OIL/SPRAY: Thrive Culinary Algae Oil
  - DIAPERS/TRAINING PANTS: Pampers Easy Ups
  - DISH SOAP: Palmolive Fusion Clean
  - EGGS: ALDI SimplyNature Organic Cage Free Brown Eggs
  - FABRIC CARE: Snuggle PLUS SuperFresh - Fabric Softener
  - FACIAL MASK: L'Oréal Paris Pure Clay Mask
  - FLAVORED SPARKLING WATER: La Croix Sparkling Water Tangerine
  - FROZEN TREAT: Breyers Chocolate Hazelnut Gelato Indulgences
  - IN-WASH LAUNDRY SCENT BOOSTER: Downy Fresh Protect with Febreze Odor Defense - April Fresh
  - KIDS SNACKS: ALDI Little Journey Yogurt Bites
  - LIP COLOR: Burt's Bees Lipstick
  - LIQUID LAUNDRY DETERGENT: Purex plus Clorox2 Stain Fighting Enzymes Liquid Laundry Detergent
  - MASCARA/ PRIMER: L'Oréal Paris Voluminous Primer
  - MEN'S BODY WASH: Old Spice Hardest Working Collection Body Wash Dirt Destroyer Steel Courage
  - MEN'S DEODORANT/ANTIPERSPIRANT: Old Spice Hardest Working Collection Invisible Solid Odor Blocker Lasting Legend
  - MEXICAN SAUCE/SEASONING: Ortega Skillet Sauces
  - RICE: ALDI SimplyNature Organic Rice
  - SAVORY SNACKS: ALDI SimplyNature Organic White Cheddar Puffs
  - SHAMPOO: Pantene Expert Intense Hydration Shampoo
  - SINGLE DOSE LAUNDRY DETERGENT: Tide PODS Plus Febreze Odor Defense
  - SOUP: Idahoan Premium Steakhouse Potato Soups
  - SPECIALTY PASTA: ALDI liveGfree Organic Gluten Free Brown Rice Quinoa Pasta
  - SPECIALTY VODKA: Smirnoff Sourced
  - VEGETARIAN FOOD: Yves Veggie Cuisine Appetizers - Falafel Balls and Kale & Quinoa Bites
  - WOMEN'S DEODORANT/ANTIPERSPIRANT: Secret Fresh Antiperspirant and Deodorant Invisible Solid, Cool Waterlily
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