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BEST NEW PRODUCT AWARDS
ANNOUNCES 2017 WINNERS AS VOTED BY AMERICAN CONSUMERS

Companion American Shopper Study of 10,000 Consumers Reveals Almost Half of American Shoppers are Less Brand Loyal and Also Keenly Interested in Deals Fueling a Big Opportunity for Innovations that Deliver Value and Effectiveness

NEW YORK, NY (April 26, 2017) - Leading independent market research firm BrandSpark International has just announced the winners of the 2017 Best New Product Awards (www.BestNewProductAwards.com), the leading consumer-voted CPG awards program in North America. The Best New Product Awards (BNPAs) cover four major consumer product categories: Food & Beverage, Beauty & Personal Care, Household and Kids.

This year's 31 winning products are:

Best New Product Awards 2017: LIST OF WINNERS BY CATEGORY

BEAUTY & PERSONAL CARE	
Category	Winning Product
Conditioner	Pantene Expert Intense Hydration Conditioner
Facial Mask	L'Oréal Paris Pure Clay Mask
Lip Color	Burt's Bees Lipstick
Shampoo	Pantene Expert Intense Hydration Shampoo
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
Mascara/Primer	L'Oréal Paris Voluminous Primer
Women's Deodorant/Antiperspirant	Secret Fresh Antiperspirant and Deodorant Invisible Solid, Cool Waterlily
FOOD & BEVERAGE	
Bread	ALDI Specially Selected Brioche Buns
Coconut Water	ALDI Nature's Nectar Coconut Water
Cooking Oil/Spray	Thrive [®] Culinary Algae Oil
Eggs	ALDI SimplyNature Organic Cage Free Brown Eggs
Flavored Sparkling Water	La Croix Sparkling Water Tangerine
Frozen Treat	Breyers Chocolate Hazelnut Gelato Indulgences
Mexican Sauce/Seasoning	Ortega Skillet Sauces

Rice	ALDI SimplyNature Organic Rice
Savory Snacks	ALDI SimplyNature Organic White Cheddar Puffs
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
HOUSEHOLD	
Dish Soap	Palmolive Ultra Fusion Clean
Fabric Care	Snuggle PLUS SuperFresh – Fabric Softener
In-Wash Scent Booster or Laundry Scent Booster	Downy Fresh Protect with Febreze Odor Defense – April Fresh
Liquid Laundry Detergent	Purex plus Clorox2 Stain Fighting Enzymes Liquid Laundry Detergent
Single Dose Laundry Detergent	TIDE PODS Plus Febreze Odor Defense
KIDS	
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
Diapers/Training Pants	Pampers Easy Ups
Kids Snacks	ALDI Little Journey Yogurt Bites

“For nearly a decade, the Best New Product Awards and the companion American Shopper Study have provided a voice for the American consumer to celebrate the new products they like best,” said Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. “The Best New Product Awards help consumers seek out and purchase the top rated new products that can be trusted to be effective and deliver good value for the money, while the American Shopper Study provides manufacturers with important insight into the minds of American consumers and their purchasing patterns, helping them deliver the meaningful innovation and value that Americans seek.”

The winning products were determined solely by the votes and opinions of more than 10,000 American consumers, including thousands of verified purchasers who actually bought the products with their own money. All voters participated in an extensive nationwide survey conducted by independent marketing research firm BrandSpark International. The 2017 survey featured more than 100 product nominees and 31 winning products across a range of categories.

For more information about the Best New Product Awards winners, visit: www.BestNewProductAwards.com.

In addition to the top consumer products determined by the Best New Product Awards, the American Shopper Study provides additional insight into the minds of American shoppers. Some highlights from this year's survey are:

NEW PRODUCT INTEREST: 74% of shoppers like trying new products. 63% say they will pay a little more for a new product that appears to be better than what was previously available.

BRAND LOYALTY & SHOPPING HABITS: Product innovation is as important as ever to capture shopper's attention, as 45% say they are less brand loyal than they were a few years previously. Deals continue to drive trial, with 48% reporting they use coupons from coupon circulars "most weeks," and 31% now using a coupon-app on their smartphone (up 5% vs. 2016), often in addition to print coupons.

AWARDS & CREDENTIALS: Third party recommendations and credentials remain impactful in today's word-of-mouth culture, with 68% of shoppers trusting consumer-voted awards. 58% of shoppers say products named to the list of the BNPA's positively influences their trial of a winning product, affirming The Best New Product Awards' continued spot as the most influential consumer-voted award in CPG in America.

FOOD AND HEALTH: While 7 in 10 Americans claim to make intentional changes in an effort to live healthier this year, 68% are skeptical of the health claims associated with certain products. Many recognized that health is important, however 67% agree that indulgent foods – i.e. those not seen as very healthy – are sometimes worth it anyway.

COOKING AT HOME: 66% of American shoppers say they enjoy cooking. An even greater number, 77%, say they try to prepare food at home as often as they can, specifically citing this to the enjoyment and money saving benefits of at-home cooking. Shoppers love products that offer great taste and convenience, at a good value.

BEAUTY AND PERSONAL CARE: 63% of beauty shoppers believe that ongoing R&D is consistently leading to more effective beauty products, and they don't just think these come from prestigious brands: 59% believe it is often possible to get the same effect from mass market brands.

OVER-THE-COUNTER HEALTH: Price is not always number one in OTC: 57% agree that they will often spend a lot more for health products they know work. The word "natural" resonates well with health product shoppers. 54% say they try to find natural products as long as they don't need to compromise on efficacy.

HOUSEHOLD CARE: Household care products are rarely an impulse buy; just 23% of consumers say they often make impulse purchases of household care products. Yet household shoppers are always looking for new things: 57% are increasingly seeking out environmentally friendly products, 47% are interested in "natural" household care products, and 75% appreciate multi-purpose household care products, which are perceived to add convenience and value.

About the 2017 American Shopper Study

The 2017 American Shopper Study presents the results of one of America's most comprehensive shopper trends and behavior surveys. More than 10,000 respondents contributed to this year's

survey. Data were weighted to the national profile of household shoppers. This is the ninth year the study was conducted. For more information, visit www.BrandSpark.com.

About BrandSpark International

BrandSpark International uniquely combines real world consumer insight with marketing credentials and services. **BrandSpark Insights** gets at the heart of WHAT consumers think, WHY they act the way they do, and HOW marketers need to respond in an effort to successfully grow their business.

BrandSpark Marketing Services runs major CPG awards programs Best New Product Awards, BrandSpark Most Trusted Awards and consumer product endorsement and amplification platform, Shopper Army.

For more information, visit www.BrandSpark.com.

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