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**BEST NEW PRODUCT AWARDS**  
**ANNOUNCE THE 11<sup>TH</sup> ANNUAL WINNERS AS VOTED BY AMERICAN**  
**CONSUMERS**

*The thirst for new products continues among American shoppers with 75% saying they like trying new products and two in three saying they will pay a little more for a product they expect will be better*

**NEW YORK, March 6, 2019**—BrandSpark International has just announced the winners of the 2019 Best New Product Awards ([www.BestNewProductAwards.com](http://www.BestNewProductAwards.com)), the leading consumer-voted consumer product awards program in North America. The Best New Product Awards (BNPAs) cover three major consumer product categories: Food & Beverage, Beauty & Personal Care, and Household. The winners were determined based on a national survey of real shoppers who tried the products themselves. All products were launched after January 1, 2019.

This year's 38 winning products are:

**2019 Best New Product Awards: LIST OF WINNERS BY CATEGORY**

<b>BEAUTY &amp; PERSONAL CARE</b>	
<b>Category</b>	<b>Winning Product</b>
Body Lotion	Nivea Aloe Vera Body Lotion
Body Wash	Burt's Bees Lavender & Honey Body Wash
Diapers	Pampers Pure Protection
Eyeliners	L'Oréal Paris Infallible Gel Crayon
Face Primer	Revlon ColorStay Prep & Protect Primer
Foundation	COVERGIRL TruBlend Matte Made Liquid Foundation
Lip Color	Revlon Kiss Cushion Lip Tint
Makeup Remover Wipes	AVEENO Ultra-Calming Makeup Removing Wipes
Mascara	Rimmel London Wonder'fully Real Mascara
Men's Body Wash	Dial for Men Infinite Fresh Body Wash
Sunscreen	Neutrogena Hydro Boost Water Gel Lotion Sunscreen with Broad Spectrum SPF 50
Toothpaste	Crest Gum Detoxify Deep Clean Toothpaste
<b>FOOD &amp; BEVERAGE</b>	
Children's Snack	ALDI-exclusive SimplyNature Squeezie Single - Apple Banana and Apple Multi-Fruit
Cooking Oil	Specially Selected Premium Italian Extra Virgin Olive Oil
Dried Fruit	SimplyNature Freeze Dried Fruit: Strawberries, Fuji Apples, and Asian Pears
Fresh Chicken Product	Trader Joe's BBQ Seasoned Spatchcocked Chicken

Fruit Snack	ALDI-exclusive Little Salad Bar Pineapple Spears and Little Salad Bar Watermelon Spears
Hummus	ALDI-exclusive Park Street Deli Single Serve Hummus: Classic or Red Pepper
Juice	ALDI-exclusive Specially Selected Premium 100% Juices: Pomegranate Juice, Black Cherry Juice, or Cranberry Juice
Kombucha	Suja Organic Pineapple Passionfruit Kombucha
Mexican Food	Ortega Bakeable Tortilla Bowl Kit
Milk	ALDI-exclusive Friendly Farms Organic DHA Omega-3 Whole Milk and ALDI-exclusive Friendly Farms Omega-3 Organic 2% Reduced Fat Milk
Pasta	Trader Joe's Organic Italian Artisan Pasta
Pastry	Trader Joe's Uncured Ham & Swiss Cheese Flaky Croissant
Protein Bar	ALDI-exclusive Millville Protein Chewy Bars: Peanut Butter Dark Chocolate or Peanut, Almond and Dark Chocolate
Ready-Made Salad Kits	ALDI-exclusive Park Street Deli Greek Feta Salad, Provolone Antipasti or Olives, ALDI-exclusive Little Salad Bar Salad Bowls, Assorted Varieties
Rice	Minute Instant Jasmine Rice
Snack Bar	ALDI-exclusive SimplyNature Nut and Sea Salt Bar
Snack Pack	Babybel Original Cheese & Crackers
Specialty Dairy Drink	ALDI-exclusive Friendly Farms Lowfat Kefir: Strawberry or Blueberry
Specialty Pasta	Ronzoni Homestyle Pasta
Vegan Burgers	ALDI-exclusive Earth Grown Burgers, Assorted Varieties
Vegan Cheese	Violife Just Like Mature Cheddar Slices
Vegetarian Entrée	Amy's Kitchen Asian Dumpling Bowl
<b>HOUSEHOLD</b>	
Air Freshener	Air Wick Essential Mist Fragrant Mist Diffuser
Dog Food	PEDIGREE Dry Dog Food High Protein Beef and Lamb Flavor
Laundry Detergent	Tide PODS Ultra OXI Laundry Detergent pacs
Multi-purpose Cleaner	Lysol Daily Cleanser

“We are thrilled to celebrate the 11th year of the Best New Product Awards,” says Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. “As the BNPA program enters its second decade, we are uniquely positioned to examine the most important trends in CPG products over time. We are learning from the past to predict the

future in an ultimate effort to work with manufacturers to fulfill the desires and habits of American shoppers.”

The winning products were determined among the nominees solely by the votes and opinions of more than 10,000 American consumers, including thousands of verified purchasers who bought the products with their own money. Voters participated in an extensive nationwide survey conducted by independent marketing research firm BrandSpark International.

For more information about the Best New Product Awards winners, visit: [www.BestNewProductAwards.com](http://www.BestNewProductAwards.com).

The program’s companion American Shopper Study provides additional insight into the minds of American shoppers. Some highlights from this year’s survey are:

- Consumers are increasingly challenged to keep up with the pace of new products.
  - 42% say there are too many new products to keep up with—up considerably from just 34% a year ago.
- There are still ways for new products to stand out:
  - 63% say they are likely to try new products that come recommended by other consumers.
  - 75% say they try new products from the brands they know and trust most.
- New product benefits that continue to resonate with the majority of Americans include better health, taste, effectiveness, and convenience.
  - 6 in 10 would rather find healthier versions of their favorite foods than cut them out.
  - 1 in 2 shoppers believe there are still not enough convenient and healthy packaged food products.
  - 73% say they look for new products that will make their life easier.
- Environmental benefits are increasingly important to American shoppers.
  - 72% “appreciate” when manufacturers make products more environmentally-friendly, while 38% are “willing to pay more” for these products.
  - 51% say it is important to them that food products are sustainably sourced
- More than 1 in 2 shoppers are occasionally choosing “natural” products in the food, health, household, and personal care categories.

#### **About the 2019 American Shopper Study**

The 2019 BrandSpark American Shopper Study presents the results of one of America’s most comprehensive surveys of shopper trends and behavior. More than 10,000 respondents contributed in the survey’s 11<sup>th</sup> year.

#### **About BrandSpark International**

BrandSpark International uniquely combines real world consumer insights 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.

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