

*** For Immediate Release ***

BrandSpark International's 2020 Best New Product Award Winners Announced



Survey of more than 11,000 Americans reveals growing consumer preferences for health-conscious and organic products in the 12th annual Best New Product Awards (BNPA).

NEW YORK, (March 4, 2020)—BrandSpark International has just announced the winners of the 2020 Best New Product Awards, America's most credible new product awards (www.BestNewProductAwards.com), and new research on American shopping habits for consumer products. More than 11,000 Americans participated in the survey on the latest Food & Beverage, Beauty, Health & Personal Care, and Household products. The winners were determined based on a national survey of real shoppers. All products were launched after January 1, 2020.

This year's 58 winning products are:

2020 Best New Product Awards: LIST OF WINNERS BY CATEGORY

FOOD & BEVERAGE	
Category	Product
Artisanal Bread	Sara Lee Artesano Brioche
Butter	ALDI-Exclusive Countryside Creamery Pure Irish Butter
Cheese Snack	ALDI-Exclusive Happy Farms Cream Cheese Snack Pack
Cream Cheese	Belle Chevre Cream Cheese
Dairy-Free Creamer	Coffee-Mate Natural Bliss Plant Based Oat Milk Creamer
Dessert Dip	Olivio Chocolate Buttery Spread
Dippable Cheese	Cacique Mexican Style Queso Dip
Dry Pasta	Ronzoni Turmeric Pasta
Flatbread	Stonefire Naan Rounds
Fresh Pasta	ALDI-Exclusive Specially Selected Cheese or Spinach Ravioli
Fresh Pre-Made Side	Trader Joe's Harvest Grain Salad
Gluten-Free Bread	ALDI-Exclusive liveGfree Gluten-Free Wide Pan Bread
Grain Free Pizza	Cappello's Grain Free Pizza
Greek Yogurt	Litehouse Greek Yogurt Smoothie
Hard Seltzer	ALDI-Exclusive Vista Bay Hard Seltzer
Healthier Kid's Snack	ALDI-Exclusive Simply Nature Kids Bites
Ketchup	Heinz Ketchup With a Blend of Veggies
Low-Calorie Bread	ALDI-Exclusive L'oven Fresh Bagel Skinny's
Lunch Kit	ALDI-Exclusive Never Any! Turkey or Ham Lunch Kit
Mac & Cheese	The Pioneer Woman Fancy Mac & Cheese

Organic Butter	ALDI-Exclusive Simply Nature Organic Salted Butter Quarters
Organic Milk	ALDI-Exclusive Simply Nature Organic Grassfed 2% Half Gallon
Organic Yogurt	ALDI-Exclusive Simply Nature Organic Whole Milk Greek Yogurt
Plant-Based Meat Alternative	Beyond Meat Beyond Beef Plant-Based Ground
Protein Bar	ONE Peanut Butter Cup Protein Bar
Rice	Goya Paella Rice Kit
Rice Alternative	RightRice Made from Vegetables
Savory Dip	ALDI-Exclusive Park Street Deli Assorted Tzatziki Dips
Single-Serve Cheese	Babybel Mini Rolls
Skyr Yogurt	ALDI-Exclusive Friendly Farms Icelandic Style Skyr Non-Fat Yogurt
Sliced Cheese	ALDI-Exclusive Happy Farms Deli Sliced Cheese
Snack Packs	ALDI-Exclusive Park Street Deli Snack Selects Three Pack
Specialty Non-Dairy Beverage	Almond Breeze Almondmilk Blended with Real Bananas
Store Brand Red Wine	ALDI-Exclusive Bear Bros Cabernet Sauvignon
Store Brand Sangria	ALDI-Exclusive Velata Premium Sangria
Wraps	ALDI-Exclusive L'oven Fresh Protein Wraps

BEAUTY, HEALTH & PERSONAL CARE

Category	Product
Aluminum-Free Deodorant	Dove 0% Aluminum Free
Body Lotion	Nivea Coconut & Monoi Oil Infused Body Lotion
Body Wash	Dove Body Wash Mousse with Rose Oil
Concealer	CoverGirl TruBlend Undercover Concealer
Conditioner	Pantene Miracle Moisture Boost Conditioner with Rosewater
Diapers	Pampers Cruisers 360 FIT
Face Mask	Aveeno Oat Mask
Hair Mask	John Frieda Wonder Drops Hair Masks
Kid's Cough / Cold Medication	Vicks Children's Cold Multi-Symptom
Lipstick	Revlon Super Lustrous The Luscious Mattes Lipstick
Shampoo	Pantene Miracle Moisture Boost Shampoo with Rosewater
Toothpaste	Crest Pro-Health Gum and Sensitivity Toothpaste
Wellness Gummy	vitafusion CBD Full Spectrum Hemp Extract

HOUSEHOLD

Category	Product
Baby Laundry Detergent	Dreft Pure Gentleness

Cleaning Wipes	Clorox Ultra Clean Disinfecting Wipes
Dog Treat	True Chews Chicken Meatball Recipe
Dryer Sheets	Bounce WrinkleGuard Sheets
Fabric Treatment (In-wash)	Downy WrinkleGuard
Fabric Treatment (Out of wash)	Bounce Touch-up Spray
Laundry Stain Remover	Tide To Go Stain Remover Wipes
Single-dose Laundry Detergent	Tide Simply Pods+Oxi Liquid Detergent Pacs, Refreshing Breeze
Single-dose Laundry Detergent for Sensitive Skin	Tide Ultra Oxi Free

“We are thrilled to celebrate the 12th year of the Best New Product Awards,” said Robert Levy, President of BrandSpark International and Founder of the Best New Product Awards. “With so many new products launched each year, it is hard for consumers to know what to buy and challenging for brands to break through the clutter. This is where the Best New Product Awards comes in.”

“The BNPA seal and claim drive strong ROI for the winners by helping products stand out from competition. Year after year we see brands gain an edge in the market by leveraging their win across traditional and digital media channels.”

The winning products were determined solely by the votes and opinions of American consumers. Voters participated in an extensive nationwide survey conducted by independent marketing research firm BrandSpark International.

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

Some takeaways from this year’s BrandSpark American Shopper Study:

New Products

The innovations that resonate with the most Americans focus on health, taste, sustainability, effectiveness, and convenience.

Almost 8 in 10 American shoppers ‘like trying new products’ as they search for new experiences and superior performance. 68% say they will pay more for a new product that is better, and 57% say they ‘actively look through stores for products that are new and different’. From this we see that innovation continues to be a way for brands to maintain a competitive advantage and also a way for select private labels to assert that they are more than just followers.

Value

89% of American shoppers say they feel proud to get the best value for their money. However, this doesn’t generally mean just finding the absolute lowest price product. 1 in 2 say they often buy some premium quality products even though they cost more.

Several new trends are driving benefits that American say they’ll pay more for:

- 41% are willing to pay more for products that are environmentally-friendly, up from 38% last year
- 37% are willing to pay more for organic food or beauty products, up from 32% last year
- 52% are trying to find natural equivalents where they can, slightly up from last year

Private labels are a big part of how Americans try to get the most for their money and 41% agree that store brands are better value than brand names, with most other shoppers neutral on the question. America's most shopped grocery retailers, such as ALDI and Trader Joe's, have a strong focus on their private labels, and these brands are increasingly introducing new innovations, as seen in the BNPA winners from ALDI.

Food

Americans are looking to balance taste and health with 7 in 10 agreeing they are making changes to live healthier. 8 in 10 believe there is a lot they can do with food and nutrition to prevent illness, yet 1 in 2 believe that the best-tasting food is usually not healthy and there are not enough convenient and healthy options.

Meat alternatives are emerging with 1 in 5 Americans saying they are eating less meat than 2 years ago, primarily less red meat. 1 in 6 Americans report regularly eating plant-based meat alternatives and many others are consuming more non-meat sources of protein in their diets, including lentils, beans and whole grains.

About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm that provides leading organizations with the clear direction they need to optimize brand positioning, ignite brand strategy, understand the evolving omni-channel shopper and prioritize growth initiatives. **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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