

*** For Immediate Release ***

BrandSpark International's 2021 Best New Product Award Winners Announced



The 13th annual Best New Product Awards survey reveals that American shoppers are more willing to pay for improved performance, taste, and convenience in response to COVID-19

NEW YORK, (February 25, 2021)—BrandSpark International has just announced the winners of the 2021 Best New Product Awards, America's most credible new product awards, and new research on American shopping habits for consumer products. More than 14,500 Americans participated in the national survey to pick the 81 winning products for the latest Food & Beverage, Beauty, Health & Personal Care, and Household products. The winners were determined based on a national survey of real shoppers.

Best New Product Awards has partnered with premier news magazine brand Newsweek to help drive awareness of these award-winning products. The partnership will include features of the winners in Newsweek's print and digital publications, targeted communications to readers, and unique high-value advertising opportunities for brands anchored by editorial content. Winners will also be featured on ShopperArmy.com – a site dedicated to helping shoppers discover New & Noteworthy consumer products.

"We are thrilled to celebrate the 13th 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 the competition. Year after year, we see brands boost sales 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 marketing research firm BrandSpark International. Companies with the most wins were ALDI, P&G, and L'Oréal.

For more information about the Best New Product Award winners, visit:

www.shopperarmy.com/bnpa-usa-2021

2021 BEST NEW PRODUCT AWARDS LIST OF WINNERS BY CATEGORY

FOOD & BEVERAGE

CATEGORY	PRODUCT
Bagels	ALDI-Exclusive Specially Selected Brioche Bagels
Baking Kit	ALDI-Exclusive Baker's Corner S'mores Baking Kit
Beef Jerky	Wenzel's Farm Beef Jerky
Beer	ALDI-Exclusive Brecken Bock

Better For You Candy	SMASH Gummies
Better for You Pizza	Foster Farms Smart Crust Pizza
Breakfast Bites	Smithfield Power Bites
Breakfast Meat	Johnsonville Sausage Strips
Brie Cheese	ALDI-Exclusive Emporium Selection Bavarian Brie Assortment
Candy	SweeTARTS Twisted Rainbow Punch Soft & Chewy Ropes
Cauliflower-Based Side Dish	Green Giant Cauliflower Breadsticks
Chocolate Bar	M&M's Dark Chocolate Bar
Cookies	Chips Ahoy! made with Hershey Chocolate Chunks
Dairy Free Creamer	Natural Bliss Caramel Toffee Almond Milk
Dairy Free Yogurt Alternative	Silk AlmondMilk Mix-Ins Yogurt
Dip	Good Foods Spinach Artichoke and Parmesan Dip
Feta Cheese	ALDI-Exclusive Emporium Selection Feta Block Assortment
Flavoured Sparkling Water	Santa Fe Sparkling Water
Fresh Mozzarella Cheese	ALDI-Exclusive Emporium Selection Marinated Mozzarella
Gluten Free Baked Good	Pepperidge Farm Gluten Free Farmhouse Thin & Crispy Chocolate Chip Cookies
Hard Seltzer	Barefoot Hard Seltzers
Ice Cream Bars	Drumstick Crushed It! Ice Cream Bars
Keto Ice Cream	ALDI-Exclusive Sundae Shoppe Keto Ice Cream Pints
Kid's Yogurt	Siggis Kids Yogurt Pouches
Low Carb Bread	ALDI-Exclusive L'oven Fresh Keto Friendly Bread
Mexican Ready-Made Meal	El Monterey Chicken Enchilada Entree
Non-Dairy Frozen Dessert	ALDI-Exclusive Earth Grown Non Dairy Frozen Dessert Pints
Oat Milk Dairy Alternative	ALDI-Exclusive Friendly Farms Oatmilk
Parmesan	ALDI-Exclusive Simply Nature Organic Shredded Parmesan
Plant-Based Protein	ALDI-Exclusive Earth Grown Meatless Breakfast Patties and Links
Popcorn	Cheetos Popcorn
Potato Chips	Cape Cod Kettle Cooked Potato Chips- Sour Cream and Onion
Power Bowl Entree	ALDI-Exclusive Whole & Simple Power Bowls
Protein Bar	S'mores ONE Bar
Ready-to-Eat Mac & Cheese	ALDI-Exclusive Park Street Deli Refrigerated Macaroni & Cheese
Shrimp Ready-Made Meal	Aqua Star MicroSteam Shrimp Scampi Bowls
Snack Pack	ALDI-Exclusive Happy Farms Cheesecake Snack Packs
Soup	ALDI-Exclusive Specially Selected Slow Cooked Soup
Specialty Aged Cheese	Lidl Preferred Selection British Extra-Mature Cheddar Cheese
Store Brand Chardonnay	Artie 2018 South African Chardonnay
Store Brand Pinot Grigio	ALDI-Exclusive Elementalist Pinot Grigio
Store Brand Red Wine	ALDI-Exclusive Peaks & Tides Pinot Noir

HEALTH, BEAUTY & PERSONAL CARE

CATEGORY	PRODUCT
Apple Cider Gummies	Nature's Truth Apple Cider Gummies

At-home Teeth Whitening	Crest Whitening Emulsions
Baby Probiotics	Align Baby Probiotic Drops, Colic Relief
Body Lotion	Vaseline Intensive Care Almond Smooth Body Lotion
Body Wash	Nivea Body Wash with Nourishing Serum
Children's Cold and Flu Relief	Robitussin Children's Naturals Cough Relief + Immune Health Gummy
Children's Multivitamin	Nature's Way Happy & Healthy Multivitamins
Conditioner	Garnier Fructis Treat Plumping Conditioner
Denture Care	Poligrip Cushion & Comfort
Deodorant	Secret Aluminum Free with Essential Oils
Diapers	Pampers Pure
Dry Shampoo	Batiste Waterless Cleansing Foam
Electric Toothbrush	Hum by Colgate
Eyeliners	Maybelline Hypereasy Eyeliner
Face Moisturizer	Cetaphil Healthy Glow Daily Cream
Face Primer	NYX Bare With Me Daily Moisturizing Primer
Foundation	It Cosmetics Your Skin But Better Foundation
Immune Booster	Natrol Elderberry Gummies
Mascara	Maybelline Lash Sensational Sky High Mascara
Retinol Serum	L'Oréal Paris Revitalift Triple Power LZR 0.3% Pure Retinol Night Serum
Shampoo	Head and Shoulders Clinical Strength Dandruff Defense
Sunscreen	Blue Lizard Australian Sunscreen
Toothpaste	Colgate Zero Peppermint Toothpaste
Bedwetting Product	Ninjas Nighttime Bedwetting Underwear
Whitening Toothpaste	Colgate Optic White Renewal
Women's MultiVitamin	One a Day Women's Multivitamin Fruit Bites

HOUSEHOLD

CATEGORY	PRODUCT
Air Freshener	Febreze Light
Air Fryer	Ninja Foodi 2-Basket Air Fryer
Cat Food	Purina Pro Plan LiveClear
CBD infused Pet Products	Veritas Farms Full Spectrum Hemp Oil Collection Chews
Cordless Hand Blender	KitchenAid Cordless Variable Speed Hand Blender
Dog Food	Rachel Ray Nutrish SuperMedley's
Dog Treat	Public Goods Sweet Potato Fry Chews
Dryer Sheets	Bounce Dryer Sheets Pet Hair and Lint Guard
Espresso Machine	Breville Bambino
Fabric Enhancer	Downy Defy Damage
Laundry Detergent	Tide Heavy Duty Hygienic Clean Power Pods
Multi-Purpose Cleaning Spray	Microban 24 Antibacterial Multipurpose Cleaner
Picture Hanger	3M CLAW Drywall Picture Hanger

Some takeaways from the 2021 BrandSpark American Shopper Study:

American Shoppers Sought One-Stop Shopping During the Pandemic

51% say that the convenience of one-stop shopping is even more appealing than the lowest prices, up 12 percentage points from 39% in the past year.

Conversely, only 41% say they go to multiple stores to get the best deals, way down from 58% a year ago. As Americans look to reduce their trips to the store, they have been willing to pay a little more. This behavior has positively impacted brand loyalty: a year ago 45% said they were less loyal to brands than previously but that reduced to just 35% to start 2021.

New Products

7 in 10 American shoppers “like trying new products” as they search for new experiences and superior performance, even as the COVID-19 pandemic has limited the range of their shopping trips.

50% say that “while shopping, I actively look through stores for products that are new and different,” yet this decreased 7 percentage points in the past year as shoppers are less comfortable in-store during the pandemic. More than ever brands must ensure that they stand out in-store.

Shoppers have also moved to ecommerce, with 33% having ordered groceries online in the past year, up from 20% one year ago. New products should be supported online to reach these shoppers and open a new channel for product discovery.

On the positive side for brands, shoppers are now less price sensitive and more brand loyal. 7 in 10 say they try new products from the brands they trust.

Private label brands have strengthened their innovation credentials: While 46% believe “the best new product innovations usually come from brand-name products: but this is down from 52% a year ago. We can see this reflected in ALDI’s 18 winning products among this year’s award winners.

Trusting Each Other to Determine What’s Best

Shoppers are increasingly relying on the recommendations of other consumers to determine what to buy.

- 68% say they are likely to buy a product that is recommended by others
- 69% say they trust recommendations in the form of consumer-voted awards

American Shoppers Believe in Science Behind Product Innovation

Americans’ belief that “research & development is constantly leading to better products” was maintained during 2020. At the high end, 71% believe that R&D is leading to better and better OTC health products.

Indulgence & Great Taste in Home Food Products

78% of shoppers agree that taste is the most important factor when buying food, up 5 percentage points as Americans look to mix it up as they eat more meals at home.

Americans are Balancing Enjoyment and Health

Shoppers are looking to **balance taste and health**, with 70% agreeing they are making changes to be live healthier.

- 78% believe there is a lot they can do with food and nutrition to prevent illness.
- 73% agree that indulgent foods that aren't the healthiest are still worth it sometimes, up 5 percentage points

About BrandSpark International

Founded in 2001, BrandSpark International is a boutique 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. **Best New Product Awards Inc.** runs major awards programs Best New Product Awards and BrandSpark Most Trusted Awards, and consumer shopper site, www.ShopperArmy.com which is a community who test products and provide quality ratings and reviews, and shopper actions including shopping feedback surveys. Shopper Army also offers cash back at several online stores.

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