



BEST NEW PRODUCT AWARDS 2021 SHOPPING LIST

OVER 14,000 CONSUMERS PARTICIPATED IN AN INDEPENDENT RESEARCH STUDY TO DETERMINE THE BEST NEW PRODUCTS OF 2021. CHECK OUT THE WINNING PRODUCTS BELOW.

BEAUTY, HEALTH AND PERSONAL CARE

- APPLE CIDER GUMMIES:** Nature's Truth Apple Cider Gummies
- AT-HOME TEETH WHITENING:** Crest Whitening Emulsions
- BABY PROBIOTICS:** Align Probiotics Baby
- BEDWETTING PRODUCT:** Ninjamas
- 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
- 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
- EYELINER:** Maybelline Hypereasy
- 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- Reef Safe
- TOOTHPASTE:** Colgate Zero Peppermint Toothpaste
- WHITENING TOOTHPASTE:** Colgate Optic White Renewal
- WOMEN'S MULTIVITAMIN:** One a Day Women's Multivitamin Fruit Bites

FOOD & BEVERAGE

- BAGELS:** Specially Selected Brioche Bagels
- BAKING KIT:** Baker's Corner S'mores Baking Kit
- BEEF JERKY:** Wenzel's Farm Beef Jerky
- BEER:** 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:** 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:** Emporium Selection Feta Block Assortment
- FLAVOURED SPARKLING WATER:** Santa Fe Sparkling Water
- FRESH MOZZARELLA CHEESE:** 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:** Sundae Shoppe Keto Ice Cream Pints: Cookie Dough, Peanut Butter Fudge, Mint Chip
- KID'S YOGURT:** Siggis Kids Yogurt Pouches
- LOW CARB BREAD:** L'oven Fresh Keto Friendly Bread: Wheat, Multiseed
- MEXICAN READY-MADE MEAL:** El Monterey Chicken Enchilada Entree
- NON-DAIRY FROZEN DESSERT:** Earth Grown Non Dairy Frozen Dessert Pints
- OAT MILK DAIRY ALTERNATIVE:** Friendly Farms Oatmilk
- OLIVE OIL:** Priano Italian P.D.O. Extra Virgin Olive Oil
- PARMESAN:** Simply Nature Organic Shredded Parmesan
- PLANT-BASED PROTEIN:** Earth Grown Meatless Breakfast Patties or Links
- POPCORN:** Cheetos Popcorn
- POTATO CHIPS:** Cape Cod Kettle Cooked Potato Chips- Sour Cream and Onion
- POWER BOWL ENTREE:** Whole & Simple Power Bowls
- PROTEIN BAR:** One S'mores
- READY-TO-EAT MAC & CHEESE:** Park Street Deli Refrigerated Macaroni & Cheese
- SHRIMP READY-MADE MEAL:** Aqua Star MicroSteam Shrimp Scampi Bowls
- SNACK PACK:** Happy Farms Cheesecake Snack Packs: Chocolate, Caramel, Strawberry
- SOUP:** Specially Selected Slow Cooked Soup: Tomato Basil Soup, Baked Potato Soup, Broccoli Cheddar Soup
- SPECIALTY AGED CHEESE:** Lidl Preferred Selection British Extra-mature Cheddar Cheese
- STORE BRAND CHARDONNAY:** Artie 2018 South African Chardonnay
- STORE BRAND PINOT GRIGIO:** Elementalist Pinot Grigio
- STORE BRAND RED WINE:** Peaks & Tides Pinot Noir

HOUSEHOLD

- 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
- LAUNDRY DETERGENT:** Tide Heavy Duty Hygienic Clean Pods
- MULTI-PURPOSE CLEANING SPRAY:** Microban 24 Antibacterial Multipurpose Cleaner
- PICTURE HANGER:** 3M CLAW Drywall Picture Hanger