



The 2013 Best New Product Award Winners announced

More than 93,000 Canadians choose the best new products in Canada’s largest consumer study

January 7, 2013 (Toronto) – Today BrandSpark International announced the winners of its 2013 Best New Product Awards (BNPAs). For 10 years the BrandSpark Canadian Shopper Study has shone a spotlight on Canadian consumers’ shopping habits. This year marks the biggest study to date. A record 93,000 Canadians voted for their favourite new products, with 216 products across 70 consumer packaged goods (CPG) categories making the final cut. Plus a record 102,890 Canadians were surveyed about their everyday purchasing decisions.

“The Best New Product Awards are 100% consumer voted, which is why we refer to them as Canada’s ‘Peoples’ Choice Awards for Consumer Products’,” said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPAs. “The winners are determined based on the feedback of consumers who have purchased the products themselves, without the influence of juries of marketers or manufacturers making the Best New Product Awards Canada’s most credible CPG awards program.”

“We are so excited about this year’s Best New Product Award winners and even more excited Canadians will be able to purchase the majority of these new items in our more than 370 Walmart stores nationwide,” said Emma Fox, Walmart Canada’s Senior Vice President of Marketing. “Our partnership with the Best New Product Awards allows us to showcase the newest and greatest products on the market and solidify our role as a destination for innovation.”

“With thousands of new products introduced each year, when shoppers purchase a Best New Product Award winner it means that they’re purchasing a product that has been endorsed by thousands of consumers just like them,” added Levy.

2013 Best New Product Award Winners

FOOD AND BEVERAGE	
Category	Winning Product
Baked Dessert	Duncan Hines Apple Caramel Cake Mix
Beer	Bud Light Lime Mojito
Bread	Dempster's Smooth Multigrains Baked with 16 Whole Grains
Breakfast Foods	Special K Low Fat Granola
Cheese	Kraft Habernero Shredded Cheese
Coffee	Folgers Gourmet Selections K-Cup Packs
Confectionary	SKOR Minis
Dairy Alternatives	Almond Fresh Coconut
Drink Mixes	MiO Liquid Water Enhancer

Frozen Desserts	Nestle Drumstick - Bigger Nugget
Frozen Fish	High Liner Flame Savours
Frozen Pizza	Ristorante Pepperoni Pesto
Greek Yogurt	IÖGO Greko
Juice	Minute Maid Real Fruit Beverage
Meat	Schneiders Country Naturals Mild Tuscan Countryside Sausages
Pasta Sauce/Diced Tomatoes	Aylmer Accents Cracked Black Pepper and Roasted Garlic
Portion Controlled Snacks	Special K Crisps
Pre-Mixed Liquor Beverages	Bacardi BREEZER Spritzer Rum Coolers
Salad Dressing	Hidden Valley Ranch Cheese Salad Dressing
Salty Snacks	Wheat Thins Sweet Potato
Sauces	Philadelphia Cooking Creme
Side Dishes	Catelli Smart Side Dishes
Spreads	Smuckers Double Fruit Simple Blends
Yogourt	Astro Zer0 SuperBerry Yogourt
HOUSEHOLD	
Air Freshener	Febreze Car
Bathroom Cleaner	Scrubbing Bubbles Bathroom Cleaner - Colour Power
Dish Liquid	Ultra Palmolive Soft Touch with Vitamin E Dish Liquid
Fabric Care	Downy Unstopables
Food & Beverage Storage	Ziploc Perfect Portions Bags
Laundry Stain Remover	Oxi-Clean Max Force Power Crystals
Liquid Laundry Detergent	Gain Sunflower and Sunshine
Pet Food	Purina ONE smartblend Premium Cat Food
Pet Products	Arm & Hammer Plus OxiClean Pet Fresh Carpet Odour Eliminator
Single Dose Laundry Detergent Packs	Tide Pods
HEALTH & PERSONAL CARE	
Baby Care	Pampers Cruisers - with 3 Way Fit
Children's Oral Care	Colgate Transformers Toothpaste
Cold Sore Remedies	Abreva Pump
Condoms	Trojan Charged
Feminine Health Care Products	Maxidol Liquid Gels
Insect Repellent	OFF! Deep Woods Dry
Men's Body Wash	Nivea Relax & Recharge Shower Gel

Men's Deodorant/Anti-perspirant	Old Spice Red Zone Invisible Solid Champion
Mouthwash	Listerine ZERO Mouthwash
Nutritional Supplements	Vega One
Smoking Cessation Products	Nicorette QuickMist Mouthspray
Sunscreen	Neutrogena Wet Skin Sunscreen Spray
Tampons/Pads	Always Infinity Radiant
Toothpaste	Colgate Optic White Toothpaste
Topical Pain Relief	Polysporin Poly To Go
Upset Stomach Remedy	TUMS Freshers
Vibrating Massagers	Vibrating Pulse Intimate Massager
Vitamins	2X DHA Ironkids Gummies
Women's Body Wash	Dove Shea Butter Cream Oil Body Wash
Women's Deodorant/Anti-perspirant	Dove GoSleeveless antiperspirant
BEAUTY	
Body Moisturizer	Vaseline Total Moisture
Dry Shampoo	Dove Refresh+Care Invigorating Dry Shampoo
Eye Makeup	Almay Intense I Smoky
Face Makeup	COVERGIRL and Olay Tone Rehab Foundation
Hair Color	John Frieda Precision Foam Colour
Hair Removal Products/Dipilatories	Nair Au Natural Orchid Bikini and Underarm Roll On Wax
Hair Serums	Dove Nourishing Oil Care Anti-Frizz Serum
Hair Styling Products	Dove Style+Care Nourishing Curls Mousse
Hair Treatment	L'Oreal Hair Expertise Total Repair 5 Instant Miracle Mask
Lipstick	Revlon ColorBurst Lip Butter
Mascara	L'Oreal Voluminous Power Collagen 24hr Mascara
Men's Shaving	Gillette ProGlide Styler Razor
Nail Care	Revlon Nail Enamel
Skin Care	Olay Regenerist Micro Sculpting Cream Fragrance Free
Shampoo/Conditioner	Head & Shoulders Green Apple Shampoo & Conditioner
Women's Shaving	Gillette Satin Care Shave Gel with Olay

New for 2013, [Walmart Canada](#) joins the Best New Product Awards as its exclusive retail partner and joins leading Canadian media companies, including founding magazine partners [Canadian Living](#) and [Coup de Pouce](#), [Shaw Media](#) ([Global Television](#), [Food Network](#), [HGTV](#), [History Channel](#) and [Slice](#)), [Metro News](#), [Astral Media Outdoor](#), [Newad Indoor Media](#), [Play Taxi Media](#), [Strategy Magazine](#) and [Grocery Business Magazine](#). [SampleSource](#) has also signed on as the exclusive BNPA sampling partner and [Websaver.ca](#), Canada's leading coupon company has also joined. Finally, [Wilfrid Laurier University](#) will again be lending their research expertise and analysis to the BrandSpark Canadian Shopper Study.

About the 2013 BrandSpark Canadian Shopper Study

The 2013 BrandSpark Canadian Shopper Study saw more than 100,000 respondents contribute their opinions between November and December of 2012. The BrandSpark Shopper Study marks its fifth year in the United States. The Study is also conducted in Argentina, Brazil, Chile, China, Columbia, France, Germany, Mexico, Turkey, and the United Kingdom.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it.

With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com.

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For interview requests, to receive additional information about 2013 Best New Product Award winners, Canadian consumer trends or for more information about the BrandSpark Canadian Shopper Study, please contact:

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