



\*\*\* For Immediate Release \*\*\*

## And the winner for Canada's best CPG awards program is... **The Best New Product Awards**

**Toronto, ON (March 8, 2011)** – More than 36,500 Canadian consumers weighed in with their top picks for new consumer packaged goods (CPG) products announced at the Best New Product Awards (BNPA) Show held in Toronto on March 3<sup>rd</sup>. Known as “The Peoples’ Choice Awards for Consumer Packaged Goods”, the Best New Product Awards are Canada’s preeminent gauge of habits, trends and key insights into the minds of consumers and Canada’s most credible awards for new and innovative CPG products.

Held at the brand new Bram and Bluma Appel Salon at the Toronto Reference Library, the Best New Product Awards Show was hosted by CTV Consumer Reporter Pat Foran who engaged more than 450 marketers keen to learn which 169 products Canadians voted best in 55 product categories. In addition to the winning products, participants learned about key findings uncovered by the study including: Canadians embracing reusable shopping bags; consumers’ increased desire for organic health, beauty and household products; and consumers’ lack of faith in private label beauty products. “Year after year, the Best New Product Awards Show finds ways to outperform,” says Nigel De Souza, with Campbell Company of Canada. “The feedback and discussion in the crowd during the post-show was nothing short of brilliance.” Each guest received a gift bag of the 2011 winning products.

“Now in its eighth year, the Best New Product Awards has become the most credible seal of approval for Canadian consumers – and with good reason. With 36,500 Canadians participating in the survey conducted by independent market research company BrandSpark International, the BNPAs are an accurate measure of consumer trends and attitudes, looking at a wide range of factors that influence decision-making,” says Robert Levy, President of BrandSpark . “The survey not only provides us with valuable insights about current products and innovations but also larger movements and shifts in Canadians’ viewpoints and approaches toward what they purchase, and more importantly why.”

Now the push to Canadian consumers begins in earnest as the 2011 winning products are being featured in a digital out-of-home advertising campaign that began February 28<sup>th</sup> courtesy of media partner Astral Out-of-Home. Thirteen digital boards along Toronto’s highways and nine digital boards along Vancouver’s highways will showcase 2011 Best New Product Award Winners. Consumers looking to purchase any of this year’s winning Health and Beauty and other select winning products may do so at Rexall Pharma Plus stores across Canada. The April issues of *Canadian Living* and *Coup de Pouce*, available on newsstands now, feature all of the BNPA winning products and include a national sweepstakes offering a chance to win one of ten bags of all BNPA winning products valued at approximately \$300 each.

### **About BrandSpark International**

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. Visit us online at [www.BrandSpark.com](http://www.BrandSpark.com); or for the Best New Product Awards, visit [www.BestNewProductAwards.biz](http://www.BestNewProductAwards.biz).

- 30 -

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