

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

## BrandSpark International's 2019 Best New Product Award Winners Announced

*Survey of over 18,000 Canadians reveals shifting consumer preferences for health-conscious, environmentally-friendly and natural products*



**Toronto, ON (February 5, 2019)** – Today, leading market research firm BrandSpark International announced the results of their 16<sup>th</sup> annual Best New Product Awards (BNPA) and new research on Canadians' shopping habits for everyday consumer products. More than 18,000 Canadians voted on the latest new beauty, health, personal care, food, beverage, and household products in 66 different categories. There was a strong presence in the natural and health-conscious realm, with winners including Love Child Organics, Burt's Bees, Nude by Nature, Tetley Super Tea, and Joyya milk. For 2019, the BNPA program has partnered with Canadian Living, which is promoting the winners across its network of print and digital media properties.

This year, shoppers can purchase and save on the BNPA award-winning product Shopping Guide on [www.ShopperArmy.ca](http://www.ShopperArmy.ca), a new site from BrandSpark that rewards Canadian shoppers with cash back from Amazon.ca and other top online retailers. The complete list of winners follows below.

"With so many new products launched each year, consumers are looking for ways to identify which are truly the best and deserving of their dollars," said Robert Levy, President of BrandSpark International.

"Over the past 16 years, the Best New Product Awards has become the most influential awards program for CPG products, and is recognized as the Canadian Shoppers' Seal of Approval," says Kim Diamond, Vice President of the BNPAs. "The award helps products stand out in the saturated CPG marketplace. Year after year we see brands gain an edge in the market by consistently leveraging their win across media channels."

### Embracing Innovation

"Canadian shoppers continue to be interested in innovation, with seven in 10 indicating they like trying new products," said Levy. However, the choices can be overwhelming, with one in two saying there are too many new products for them to determine what's best on their own, pointing to the importance of credible consumer shopping guides like the Best New Product Awards.

### Product Benefits Canadians Want

When it comes to what Canadians are looking for, the survey revealed that:

- 67 per cent of Canadian shoppers surveyed look for new products that will "make my life easier."
- New product benefits that resonate with most Canadians include health, taste, effectiveness, and convenience.
- 79 per cent appreciate when manufacturers make products more environmentally-friendly, and 37 per cent are willing to pay more for these products, which is an increase from 32 per cent in 2018, pointing to a continued opportunity for brands.

## Premium Products

Many winners in the food and beverage category this year are mainstream brands innovating with premium ingredients like Hellmann’s Made with Avocado Oil and Tetley Super Tea. Similar trends can be found in the beauty category.

In beauty and personal care, Canadians continue to seek products that will be gentle on their skin, yet proven to be effective. “Beauty shoppers won’t compromise on great results, and superior effectiveness continues to be the key to victory for beauty winners in the BNPA’s,” said Levy. In the study, over 50 per cent of shoppers say that products from the best beauty brands that can be found in drugstores are as effective as those from more expensive prestige brands. Beauty shoppers also look to consumer-voted awards and reviews, with eight in 10 saying consumer endorsements influence them to purchase new beauty products.

## 2019 Best New Product Award Winners

FOOD & BEVERAGE CATEGORIES	PRODUCT
Advent Calendar - Chocolate	Ferrero Golden Gallery Advent Calendar
Baby Food Pouch	Love Child Organics Superblends Purees
BBQ Sauce	Heinz BBQ Sauce Kansas City Style Sweet & Smoky
Bite-Size Snacking Cheese	Black River Cheese Cubes
Canned Tomatoes/Sauce	Hunt's Heirloom Tomatoes
Chips	Old Dutch Ridgies Pulled Pork Wrap Chips
Chocolate Bar	M&M's Chocolate Bar
Chocolate Peanut Snack	Reese Miniatures Stuffed With Pieces
Coffee	NESCAFÉ GOLD Instant and Roast & Ground Coffee
Coffee Creamer	Califia Farms Almond Milk Creamer
Cookie/Muffin Snack	Oreo Thins Bites
Crackers	Good Thins: The Corn One
Dairy Dips	Natrel Whipped Dips
Frozen Baked Dessert	Felix & Norton Love Tartelles
Frozen Pizza	Delissio Rustico Bacon Fumoso
Gum	Tic Tac Gum
Healthier Frozen Entrée	Healthy Choice Power Bowls
Hot Tea	Tetley Super Tea
Juice Infused Sparkling Beverage	Perrier & Juice
Lactose Free Cheese	Black Diamond Lactose Free Pizza Mozzarella Shredded Cheese
Less Sugar Juice	Minute Maid 'No Sugar Added' Tetra Juice Boxes
Low-calorie Ice Cream	Breyers Delights Ice Cream
Mayonnaise	Hellmann's made with Avocado Oil
Meat Bar	Epic Meat Bars
Milk	Joyya
Natural Peanut Butter	Adams 100% Natural Dark Roast Peanut Butter
Nut Spread	Lindt Chocolate Hazelnut Spread
Organic Pre-Packaged Deli Meat	Maple Lodge Organic From the Farm Cooked Chicken Breast
Pasta	Catelli Turmeric Pasta
Seasonal Chocolate	Ferrero Rocher Squirrel

Single Serve Baking Mix	Duncan Hines Perfect Size For 1 Chocolate Lover's Cake
Snack Bar	Kashi joi Energy Nut Bars
Soft Cheese	Galbani Pizza Mozzarella Deluxe
Sparkling Water	Bubly Sparkling Water
Specialty Bread	ACE Herbes de Provence Schiacciata
Spreadable Cheese	Président Collection Spreadable

<b>HEALTH, BEAUTY &amp; PERSONAL CARE CATEGORIES</b>	<b>PRODUCT</b>
Acne Treatment	Neutrogena Light Therapy Acne Spot Treatment
Adult Vitamin (50+)	Centrum Adult 50+ MultiGummies
All Natural Blush	Nude By Nature Cashmere Pressed Blush
Anti-Aging Facial Care	L'Oréal Paris Revitalift Cicacream Anti-Aging & Repairing Cream Moisturizer, with Centella Asiatica & Pro-Retinol
Baby Probiotics	Nestle Good Start Baby Probiotic Drops
Body Lotion	Aveeno Positively Radiant Body Lotion
Concealer	Nude by Nature Perfecting Concealer
Dry Shampoo	Batiste Tropical Mini Dry Shampoo
Exfoliating Body Wash	Aveeno Positively Radiant Exfoliating Body Wash
Eyeliners	Revlon Colorstay Exactify Liquid Liner
Face Primer	Nude by Nature Perfecting Primer
Facial Spray	Garnier SkinActive Soothing Facial Mist with Rose Water
Foundation	Burt's Bees Goodness Glows Liquid Foundation
Hair Colour	Feria Glam Grunge Collection
Hair Mask	Garnier Fructis Damage Repairing Treat 1 Minute Hair Mask + Papaya Extract
Kids Sunscreen	Ombrelle Kids Ultra Gentle Lotion Spray Sunscreen SPF 50+
Lip Colour	CoverGirl Exhibitionist Lipstick - Metallic
Men's Body Wash	Dove Men+Care Extra Fresh Micro Moisture Body + Facewash
Nail Polish	Sally Hansen Complete Salon Manicure RED/esign Collection
Protein Powder	Jamieson Essentials plus Protein
Root Touch Up for Hair	Garnier Express Retouch
Adult Sunscreen	Ombrelle 100% Mineral Body Sunscreen SPF 50+
Toothpaste	Sensodyne Pronamel Strong & Bright Enamel
Vitamin Drink	Emergen-C Energy+
Women's Health Supplement	Centrum Multigummies Multi+Beauty

HOUESHOLD CATEGORIES	PRODUCT
Air Freshener	Febreze Air Blood Orange & Spritz
Fabric Care	OxiClean Laundry Pre-Treat Stain Remover
Laundry Detergent	Tide Pods Plus Oxi Laundry Detergent
Laundry Scent Booster	Downy Unstoppables Bounce Outdoor Fresh Scent
Odour Fighting Laundry Detergent	Arm & Hammer plus OxiClean Odour Blasters Laundry Detergent

### **About BrandSpark International**

Founded in 2001, BrandSpark International uniquely combines real world consumer insights with marketing credentials and services. **BrandSpark Insights** gets at the heart of WHAT consumers think, WHY they act the way they do, and HOW marketers need to respond to successfully grow their business. **BrandSpark Marketing Services** runs major awards programs Best New Product Awards, BrandSpark Most Trusted Awards and a new consumer site, [www.ShopperArmy.ca](http://www.ShopperArmy.ca), that offers cash back on purchases made on Amazon.ca and other retail partners, as well as a targeted shopper community of product testers providing honest ratings and reviews.

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