

New Hope Natural Media Honors the Hottest Products in the Natural Products Industry at Natural Products Expo West

The Best of West Press Awards, NEXT Accelerator Pitch Slam, NEXTY Editors' Choice and Popular Vote Awards and Hall of Legends Awards Were Presented

Boulder, CO, April 8, 2015 – New Hope Natural Media honored the hottest products in the natural products industry at the 35th annual [Natural Products Expo West](#), the world's largest natural, organic and healthy products event, which took place March 4-8, 2015 at the Anaheim Convention Center in CA.

Adam Andersen, show director, Natural Products Expos said, "Each year thousands of natural product businesses showcase their hottest and newest natural, organic and healthy products at Expo West. These four awards programs highlight the professionals and products that are the best of the best. We congratulate them on these awards and wish them success as their businesses grow."

Best of West Press Awards

The Best of West Press Awards are voted on by over 1000 members of the press and presented to the three most innovative products exhibiting at the event.

The Best of East Awards winners included:

- Winner: Justin's Mini Dark Chocolate Peanut Butter Cups
- Runner up: Noosa Yoghurt, LLC – Vanilla Yoghurt
- Runner up: Brandstorm, Inc.'s Dark Chocolate Chia Seeds

NEXT Accelerator Pitch Slam Competition

Pitch Slam is a fun, fast-paced event that lets entrepreneurs pitch their natural product ideas to a panel of four leading natural products investors and branding experts as well as receive immediate feedback and expert suggestions for refining their product idea. Pitch Slam is part of New Hope Natural Media's [NEXT Accelerator](#), an online tool for the large population of entrepreneurial manufacturers in the natural products industry.

[Loliware](#) was this year's Pitch Slam winner. Inspired by a fascination for Jello-O, Chelsea Briganti and Leigh Ann Tucker founded Loliware biodegradable, edible cups. The colorful cups are made from a plant-based gelatin and come in a variety of flavors seasonally. Loliware is a delicious alternative to 'disposable' plastic cups. Loliware's edible cups were recognized for sustainability and responsibility.

NEXT Accelerator Pitch Slam competition runner ups included: Yum butter - superfood peanut butter in squeeze packs; Community Seafood - traceable frozen seafood filets; and Bandar - Indian snacks like naan chips and squeezable chutney.

NEXTY Editors' Choice Awards Winners

NEXTY nominations were given to 29 companies at Expo East 2014 that the NEXT Forecast researchers (which includes New Hope's content team) see as the key leaders and influencers shaping the future of the natural products landscape.

At Expo West 2015 final winners were announced for both popular vote as well as the coveted Editor's Choice NEXTYs.

The NEXTY Popular Vote winners include:

- Natural, Organic and Functional Foods / Beverages: Banza

- Supplements and Ingredients: New Earth Dynamics (specifically recognizing its Restore product)
- Beauty and Natural Living: Buff Her House of Exfoliation

This year's NEXTY Editors' Choice awards winners include:

- Natural, Organic and Functional Foods / Beverages: Radicle Greens
- Supplements and Ingredients: Nordic Naturals (specifically recognizing its new Omega-3 Phospholipids product)
- Beauty and Natural Living: #MPWR

Hall of Legends

The fourth annual Hall of Legends celebrates and honors the individuals who have made significant contributions to the natural products industry. This year's honorees included:

- Dr. Sam Rehnberg, Amway Nutrilite
- Al Powers, Now Foods
- Andy & Rachel Berliner, Amy's Kitchen
- Bob Moore, Bob's Red Mill
- Bob Scowcroft, Organic Farming Research Foundation
- Dr. Janet Zand, Zand Herbals
- Jeffrey Hollender, Seventh Generation
- Rick Antonelli, Galaxy Foods & Go Veggie
- Michael Mooney, SuperNutrition
- Peter Roy
- Margaret Isely, Vitamin Cottage
- Horst Rechelbacher, Aveda & Intelligent Nutrients

Get to know each of the new inductees through slides and photos as well as interviews held at the ceremony. (link: <http://newhope360.com/hall-legends-0>)

[Natural Products Expo East 2015](#) will return to the Baltimore Convention Center, September 16-19, 2015 in Baltimore, MD. Natural Products Expo West 2016 is scheduled to take place March 11-13, 2016 at the Anaheim Convention Center in Anaheim, CA.

Follow [@NatProdExpo](#) or [#ExpoWest](#) on Twitter for ongoing conversations or connect on our [Facebook](#) or [LinkedIn](#) groups to keep up on Natural Products Expo latest developments.

About New Hope Natural Media

New Hope Natural Media is the leading media resource and information provider for the natural, organic and healthy products industry, with print, in-person/event, and e-business products and services.

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