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Expo West Insights









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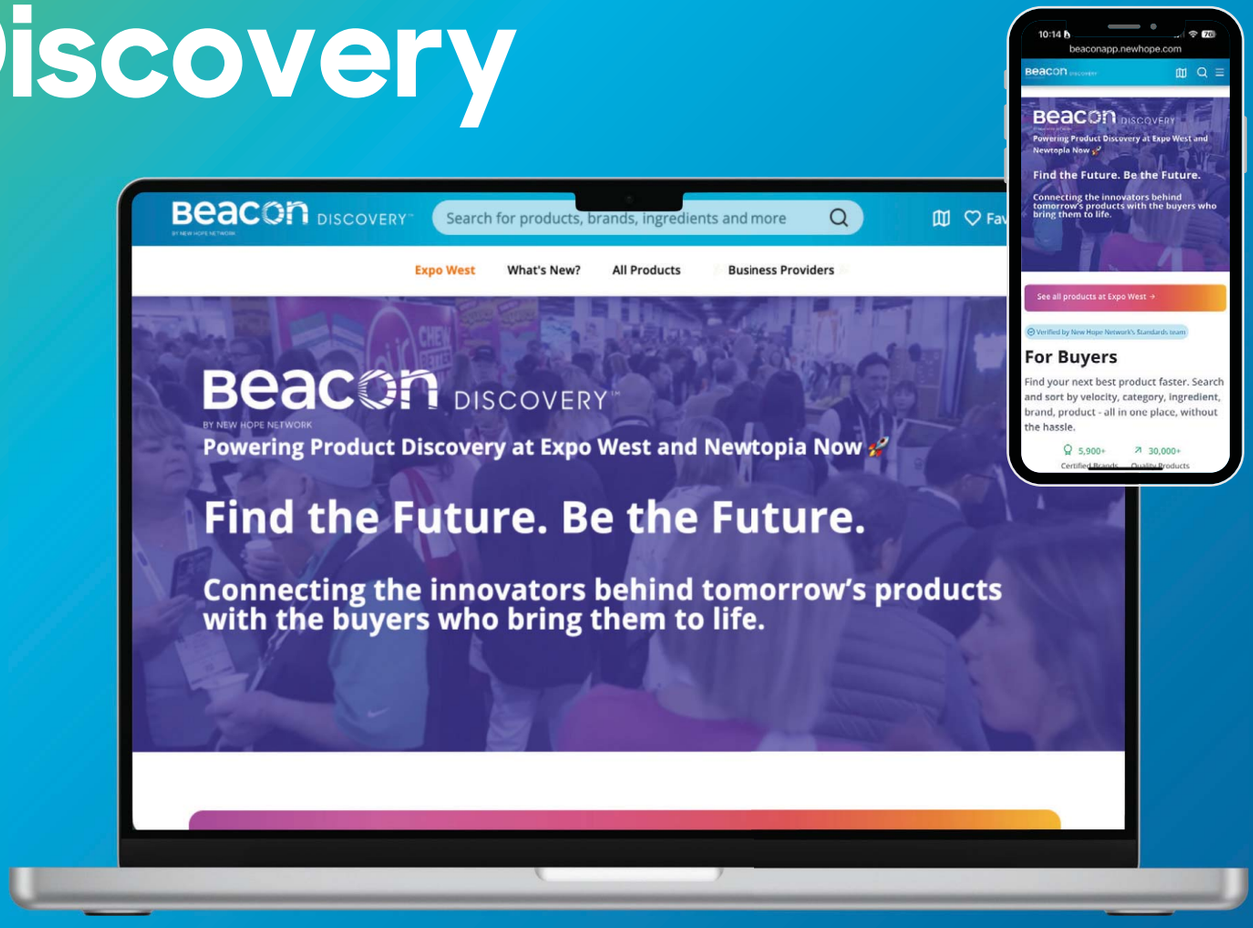

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EXPO WEST INSIGHTS 2026



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Natural Foods Merchandiser Mission Statement

Natural Foods Merchandiser *serves the natural and organic products industry with a primary focus on the growth of retail business.*

Natural Foods Merchandiser *provides innovative ideas and information on products and trends, encouraging the development of a new health model based on wellness and the prevention of illness.*

As an industry journal, Natural Foods Merchandiser *provides a call to action to unify, educate and promote the growth of the industry.*

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By Informa Markets

NFM goes digital!

Welcome to the first digital-only issue of *Natural Foods Merchandiser*



Adrienne Smith

Natural Products Expo West may already feel like a long time ago, but the takeaways, trends and observations from this massive trade show are still yielding content and insights that will last throughout the year.

In this **Expo West Insights** issue, we bring together some of those key takeaways from the show, specifically curated with retailers in mind. As always, you will find our complete coverage of Expo West at newhope.com.

To kick things off, the **By the Numbers** section features show data about attendees and exhibitors, the most popular products on Beacon Discovery, the highest-ranked certifications among exhibitors and more.

If you missed the **State of Natural & Organic** session on Wednesday morning, or even if you were one of the thousand folks in attendance, check out the in-depth analysis covering some of the key points of this presentation on page 12. Then see the recaps and video links to a few of the other top education sessions for retailers that you might have missed at the show.

If, like me, you get overexcited about the different trends and innovative products at the show, flip to the massive **Products and Trends** section, starting on page 26. Here, our editorial team rounded up our five favorite Expo products in each of nine store categories. Then find more in-depth coverage of what we like to call the macro or conceptual trends in stories by two of New Hope's editors, Meredith Kaufman and Douglas Brown.

And finally, it wouldn't be a show-related issue of *NFM* without including the NEXTY Awards. Feast your eyes on this year's **40 NEXTY Award Winners** and see some of the behind-the-scenes photos from the incredibly fun NEXTY Awards celebration.

As always, we are grateful to our readers and to the natural and independent retailers who are the gatekeepers and heart and soul of this industry.

Happy springtime!

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Expo West by the numbers

- **3,200+ brands** exhibited innovations in food, beverage, supplements and personal care.
- **66,000+** attendees registered.
- **26 pavilions** showcased more than **110 countries** that brought their cultural perspectives, traditional flavors and unique products to the show.
- **29,600 single-use items** were eliminated through sustainability efforts.
- **163,547 pounds of food** was donated to food banks.
- **100+ educational sessions** were held across 4 days.

BRIAN BEASLEY PHOTOGRAPHY

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The Natural List: Key trends from Expo West 2026

Podcast host Adrienne Smith is joined by Erika Craft and Nancy Coulter-Parker for this slightly slaphappy review of top trends from the show.

Beacon Discovery data deep dive

- Beacon Discovery features more than **30,000 products.**
- **20,000 products** on Beacon were exhibited at Expo West (78% of CPG brands at the show).
- The Beacon Discovery platform hosted **140,000+ product interactions** in the 90 days prior to Expo West.

By Kevin Liebrock,
Director of Product,
Beacon Discovery

What buyers 'favorited' before the show

Uniquely for this industry, Beacon Discovery tracks "saves," indicating which brands and products platform users are actively bookmarking. It's a quiet signal. It is not made public at the time. In the months leading up to Expo West, this data demonstrates which brands attracted buyers' attention.

Now we're sharing it with you. Have a look at the 20 brands on Beacon that garnered the most interest among buyers using the platform in the 90 days leading up to the show.

Source: Beacon Discovery platform saves, 90 days pre-show, beaconapp.newhope.com

Top 20 favorited brands on Beacon Discovery

BRAND	CATEGORY	BEACON SAVES
NOW	Supplements	570
TrueSeaMoss Superfood	Supplements	160
Ancient Nutrition	Condition Specific Supplements	153
Seattle Chocolate Co. and jcoco	Candy	133
GoMacro	Wellness Bars	123
Good Culture	Dairy	104
Guayaki Yerba Mate	RTD Tea/Coffee	93
ACURE	Face Care	91
Chobani	Yogurt	91
LesserEvil	Chips & Snacks	91
Pop & Bottle	RTD Coffee	86
Simple Mills	Crackers	81
Host Defense Mushrooms	Supplements	80
Boiron	Homeopathic	78
Rishi Tea	Tea	78
Contented Hen	Eggs	77
Eden Foods	Beans	77
Nancy's Probiotic Foods	Yogurt	77
Made Good	Wellness Bars	75
Truvani	Protein	75

Ingredients to watch

Beacon tracks more than 30,000 products across the catalog, providing a wealth of information about what ingredients are showing up and what this says about where a trend or category is going. Looking at the products added to the platform before and around Expo West, a few ingredient and format patterns stand out.

Source: Beacon Discovery product catalog analysis of more than 30,000 products using ingredient data from brand submissions

Ingredient presence — EW26 exhibiting brands

INGREDIENT/FORMAT	BRANDS AT EW26	SIGNAL
Protein	263 brands	**Structural:** across all categories, not just supplements
Functional Mushrooms	152 brands	**Maturing:** quality and sourcing differentiation matters now
Turmeric/Curcumin	~120 brands	**Established:** still growing, commodity risk for undifferentiated brands
Magnesium	~100 brands	**Growing fast:** sleep, stress, muscle recovery use cases expanding
Adaptogens (ashwagandha, rhodiola, maca)	79 brands	**Maturing:** clinical substantiation separating winners
Sea Moss	~20 brands	**Emerging:** strong platform saves signal, retail still developing
Lion's Mane/Nootropic mushrooms	~60 brands	**Growing:** cognitive health trend supporting category expansion
Prebiotics	~80 brands	**Growing:** gut health halo lifting the whole segment

Values driving innovation

As certifications are increasingly important to consumers, demand for third-party validation is growing in 2026, according to *Nutrition Business Journal*. Beacon Discovery makes it possible to track which certifications exhibiting brands used most frequently.

Source: Beacon Discovery product catalog analysis carried out on 04/2/2026 from a total of 19,449 products tracked.

Certifications — EW26 exhibiting products

CERTIFICATION	PRODUCTS AT EW26
Certified Organic	4,138
Certified Non-GMO	4,079
Certified Gluten-Free	1,957
Certified B Corp	935
Certified Vegan	849
Fair Trade Certified	246
EWG Certified	189
Certified Regenerative	85
MSC Certified	66
RSPO Certified	55
Certified Upcycled	51
Animal Welfare Certified	36
Certified Biodynamic	32

To learn more about the New Hope Network Standards Department click here.



Presenters Nicolas McCoy, Kathryn Peters and Bill Giebler share industry data and insights.

State of Natural & Organic keynote spotlights opportunities for retailers

Targeting a broader consumer base, identifying product trends and focusing on transparency and consumer trust are keys to success. **By Mark Hamstra**

Opportunities abound for retailers to capture increased sales from consumers seeking natural and organic products, according to insights shared during the presentation and subsequent panel at this year's State of Natural & Organic keynote at Natural Products Expo West.

These consumers are looking for products with a wide variety of attributes, especially items that provide specific health benefits and those that align with their altruistic values around society and the environment. In addition, retailers should be mindful of the fact that low-income consumers are just as interested as higher-income shoppers in eating healthy.

What these trends have in common is the need for clear communication that helps consumers "connect the dots" between their needs and preferences and retailers' product offerings.

"Today's shoppers are not just skimming labels, they are really scrutinizing," said Ashley Roehm,

SPEAKERS: Jenna Fitch, *New Hope Network,* **Ashley Roehm,** *Acosta Group,* **Bill Giebler,** *New Hope Network,* **Katheryn Peters,** *SPINS,* **Nicolas McCoy,** *Whipstitch Capital,* **Kevin Liebrock,** *New Hope Network*
PANELISTS: Adrienne Smith, *New Hope Network,* **Pat Sheridan,** *INFRA,* **Seth Goldman,** *JUST ICE TEA,* **Gary Hirshberg,** *Stonyfield Farm,* **Alyssa Vescio,** *The Fresh Market,* **Karen Ivanis-Rogers,** *Albertsons*

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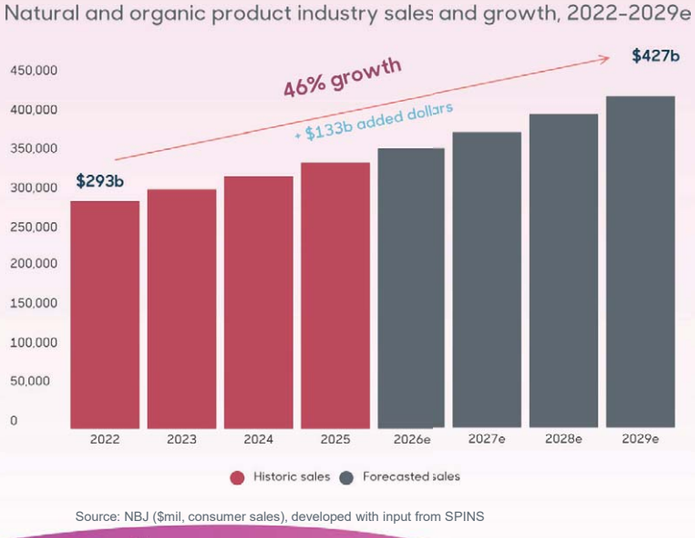
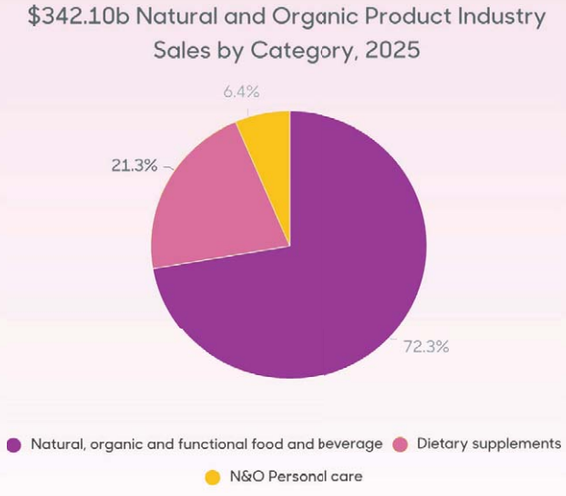
Natural and organic industry grew 5.2% over 2024, predicted 5.7% annual growth into 2029



Source: NBJ ($mil, consumer sales), developed with input from SPINS



Source: NBJ, developed with input from SPINS

Natural Products EXPO WEST®

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president of Acosta Group headquarters sales, who kicked off the presentation.

Acosta Group, which sponsored the Expo West keynote, found in its proprietary consumer research that 57% of all consumers are reading product labels, and that figure jumps to 87% for health-focused shoppers.

The research also found that 75% of shoppers report purchasing a natural and organic product in the last six months, and 57% of that group said they did so for the health benefits associated with that product. For the Gen Z and millennial cohorts, that number jumps to nine out of 10, said Roehm, indicating the opportunities that lie ahead.

From left: Seth Goldman, Karen Ivanis-Rogers, Alyssa Vescio, Gary Hirshberg and Pat Sheridan.



BRIAN BEASLEY PHOTOGRAPHY

Appealing to consumers across income levels

One key area of opportunity for natural products retailers is to find ways to satisfy the latent demand that lower-income consumers have for natural and organic products.

Data show that although these consumers might not always be able to afford to buy these products, their underlying demand is strong. In fact, SPINS TriLens NPI (natural products industry) data show that lower-income consumers are driving the fastest acceleration in spending on natural products. Spending per buyer grew 10% last year among consumers earning less than $30,000, following growth of 4.9% in 2024.

Nicolas McCoy, managing director and co-founder of Whipstitch Capital, highlighted data from the COVID pandemic years, when Supplemental Nutrition Assistance Program (SNAP) payments for low-income consumers increased. Spending by low-income consumers on natural products surged by 26% from 2019 through 2022, according to SPINS Consumer Panel data, outpacing both middle-income and high-income consumer segments.

"There was this pent-up demand that the enhanced SNAP benefits brought out," said McCoy. "It just tells you that the demand for healthy food is there."

Regardless of income level, consumers who are facing financial headwinds are adjusting their shopping shopping behaviors. Six out of 10 are focused on comparing prices, and about half of these

Across retail, **the Natural Channel is leading overall growth**

Natural products (the 'NPI') continue to outpace other products across most SPINS tracked channels. The Natural Channel continues to lead overall growth.

Natural Supermarket Channel	Regional & Independent Grocery Supermarket Channel	Conventional MultiOutlet	Convenience Channel
+4.2% Sales Growth	-0.7% Sales Growth	+1.9% Sales Growth	+1.0% Sales Growth
+7.6% **NATURAL PRODUCTS**	+5.0% NATURAL PRODUCTS	+8.3% NATURAL PRODUCTS	+4.7% NATURAL PRODUCTS
+1.9% SPECIALTY & WELLNESS PRODUCTS	+0.0% SPECIALTY & WELLNESS PRODUCTS	+3.4% SPECIALTY & WELLNESS PRODUCTS	+4.8% SPECIALTY & WELLNESS PRODUCTS
-2.0% CONVENTIONAL PRODUCTS	-1.7% CONVENTIONAL PRODUCTS	+0.7% CONVENTIONAL PRODUCTS	-2.1% CONVENTIONAL PRODUCTS

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Source: SPINS Total store US Natural Enhanced Channel, Regional Grocery, Conventional Multioutlet + Convenience Channels (powered by Circana), 52 Weeks ending 12/28/25

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shoppers (49%) look to private label to help meet their grocery budgets, according to research from *Nutrition Business Journal*. Fifty-seven percent seek out promotions, and 29% report buying in bulk to save money.

"They're really focused on price comparing, but they're still shopping with their values, so there's never been a more important time for us to meet them where they want us to be," said Kathryn Peters, head of industry relations at SPINS, during the keynote.

Trending products meet consumer demands

The natural and organic products industry continues to grow at a faster pace than the food industry overall, as the attributes that these companies espouse become more and more mainstream. Sales of natural and organic foods and beverages are approaching $150 billion in the U.S., after rising nearly 10% last year, according to SPINS.

Among the more significant influences on sales of these products is the growing use of GLP-1 medications to manage weight: Consumers are seeking more high-protein foods, whole grains and produce; increasing their use of nutritional supplements; and cutting back on alcohol, sugary foods and salty snacks. The food products that have benefitted from this trend are items that pack high nutrient density in smaller portions, including meat snacks (sales up 24.7% last year), refrigerated yogurt drinks (up 22.3%), cottage cheese (up 19.6%) and liquid meal replacements (up 9.6%), according to SPINS.



BRIAN BEASLEY PHOTOGRAPHY

GLP-1 drugs themselves are a class of peptides, which are similar to proteins and are considered to have a broad range of health benefits, making peptides an important nutrient to watch, McCoy said. These small chains of amino acids are being used to improve cognitive, skin, bone and joint health, among other health applications. Several thousand peptides are currently being studied for potential therapeutic use, and more and more are expected to come to market soon, he added.

"It's kind of like when you got the iPhone, you remember 'there's an app for that?'" he said, referencing a promotion for the Apple App Store.

"We are seeing more and more consumers buy in ways that are aligned with their values, and we know that incoming generations of consumers are looking for that transparency, looking for authenticity and looking to support companies that align with their personal values."

—ALYSSA VESCIO, CHIEF MERCHANDISING OFFICER, THE FRESH MARKET

"Well, [now] there's a peptide for that."

Another factor influencing consumer buying preferences is the growing demand for products that support healthy aging. While this includes products that target brain and bone health, these products are also increasingly sought out by young consumers. In fact, consumers aged 18 to 24 are by far the biggest cohort seeking products that aid mental clarity and focus, according to SPINS.

"Brain health is really evolving from not just memory support, but to everyday improved mental performance, focusing on neuroprotection and cognitive longevity, as well as the stress and resilience of life day-to-day," Peters said. She also cited an increasing interest among consumers in the "muscle-brain axis" that connects physical strength to cognitive health.

Similarly, bone health has also become a more proactive pursuit among consumers, who are seeking these benefits from the "bone trio" of calcium and vitamins D3 and K2, Peters said. She also called out the potential connection between bone health and regenerative agriculture because of the mineral density in the soil, which links sustainability and nutrition in a new way, she said.

McCoy also noted a connection between nutrition and sustainability in the demand for grass-fed beef, which is rich in the omega-3 fatty acids many consumers are seeking for their health. Sales of grass-fed beef have increased 31% over the past two years, according to SPINS.

"It's great for our industry to see these intersection points of our values of sustainability and health coming together," Peters said. The growing importance of fiber and the demand for natural sweeteners both present ongoing growth potential, she added.

A closer look at new product introductions, via New Hope's Beacon Discovery tool, reveals additional product trends that retailers should be aware of. These include not only grass-fed beef, but other premium proteins such as elk steaks, venison, heritage meat blends and pasture-raised eggs, Kevin Liebrock, product director at Beacon Discovery, said during the presentation.

Other products trending on Beacon Discovery include sea moss, refrigerated cultured dairy alternatives, functional beverages, premium and ingredient-forward pantry staples, and functional supplements, including omega-3 concentrates and mushroom extracts. As for broad categories signaling growth, Beacon Discovery pointed toward gut health, brain function and hydration products.

Trust and transparency will rule the day

While consumer trust and transparency have long been cornerstones of the natural and organic industry, these attributes have come under increasing pressure at a time when spurious claims and greenwashing can spread quickly on social media. As a result, third-party verification of claims has become increasingly important, said Gary Hirshberg, co-founder and chief organic optimist at Stonyfield Farm, during a panel presentation that followed the keynote address.

"Third-party verification is everything," Hirshberg said. "When you see organic [sales] double their growth year after year, I believe the reason for that is third-party verification. It's the only sector that I know of that has fought for more verification."

Technology and the future of retailing

By Mark Hamstra

Consumers have increasingly taken a more active role in managing their own health, and the increasing ubiquity of wearable technologies has only strengthened their ability to do so.

More than a third of U.S. adults (36%) now use a health wearable, according to NielsenIQ data presented the State of Natural & Organic keynote at Expo West. The research also found that although only 9% of wearables users cited nutrition as a reason for using the technology, wearables still drive meaningful nutrition-related behavioral change.

Nearly a quarter of consumers (23%) said wearables led them to consume more protein, and 19% said they were consuming more fruits and vegetables because of their wearable device. They also said they were consuming less sugar and sweets (17%) and fewer processed foods (11%).

GLP-1 users are even more likely to use wearables to monitor their health, and these consumers are much more likely to increase their consumption of protein and whole grains, and even more likely to add nutritional supplements to their diets, according to NIQ.

Another area where technology is having an impact is through consumers' use of artificial intelligence, which is being used for nutrition research and, increasingly, to create shopping "agents" that reflect individual consumer preferences. In fact, 75% of shoppers report they are open to a trusted AI shopper that understands their needs, according to SPINS research.

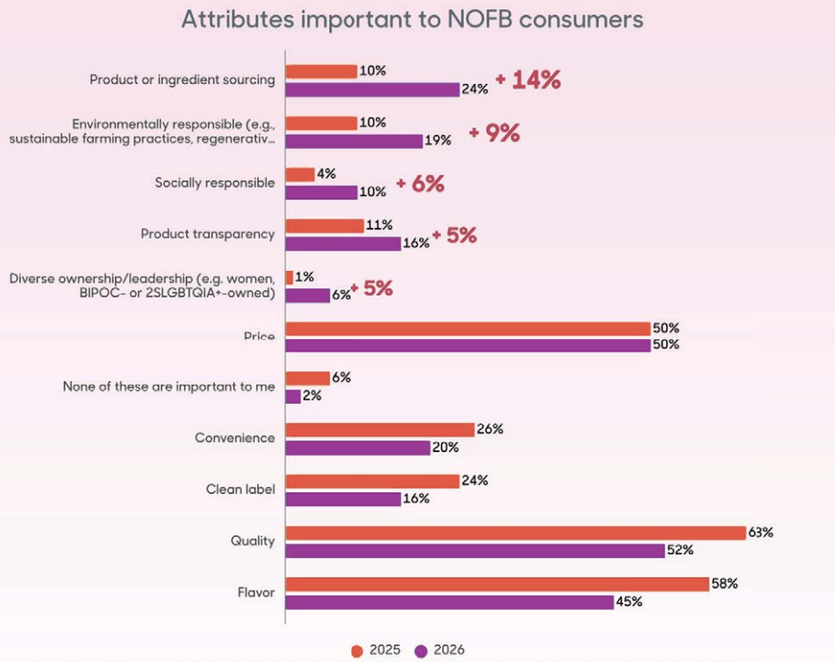
"Imagine every shopper scrolling—and I did say scrolling, not strolling—down reimagined aisles," said Kathryn Peters, head of industry relations at SPINS. "They're curated with their own unique experience that's shaped by their preferences."

Predictive ordering will handle most shopping needs, she said, creating the need for an "experience-driven footprint" in retail stores.

"The trip becomes all about experience and discovery, finding new options for your hyper-personalized nutrition, or recipe inspiration through cultural immersion," Peters said. "It's going to be a completely different trip."

Purchase drivers expand beyond taste and price to include values-led attributes

- Product or ingredient sourcing shows the largest increase (+14 pts)
- Environmentally responsible attributes (+9 pts) and socially responsible claims (+6 pts) both gain relevance year over year
- Product transparency (+5 pts) continues to trend upward, reinforcing trust-driven demand



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Interest in third-party validation among natural and organic food and beverage consumers is increasing across nearly all certifications, according to NBJ data presented during the keynote. The USDA Organic seal continues to lead the pack, with 51% of shoppers surveyed by NBJ saying it is important to them.

Interestingly, many of the certifications that attract the most consumer interest are not directly related to personal health but instead reflect social and environmental concerns, said Bill Giebler, content and insights director at NBJ. "These things are important, and they are becoming more important for consumers," he said.



"The youngest consumer is very pragmatic. If you don't package purpose with a pragmatic price, then they're going to walk away." **—PAT SHERIDAN, PRESIDENT AND CEO, INFRA**

Among the other top certifications of interest to natural and organic food and beverage consumers are Made in USA (47% are interested), Non-GMO Project Verified (31%), Certified Gluten-Free (22%), Certified Humane (21%), Fair Trade Certified (21%) and Seed-oil free (15%). In addition, 40% of these shoppers said retailers could improve the in-store shopping experience with clearer labeling and transparency about product sourcing and certifications, according to the NBJ survey.

"We are seeing more and more consumers buy in ways that are aligned with their values, and we know that incoming generations of consumers are looking for that transparency, looking for authenticity, and looking to support companies that align with their personal values," said Alyssa Vescio, chief merchandising officer at The Fresh Market, during the panel presentation.

Pat Sheridan, president and CEO of the Independent Natural Food Retailers Association, agreed that trust and transparency are key to winning in the current environment.

"I think trust is more fragile than ever," he said, citing the "noise" from social media and other sources. "The consumer is getting so much mixed information, so third-party certification [is important], but also the messaging that retailers give consumers by their assortment, and by what's sitting on the shelf."

These values also need to come with a healthy dose of practicality, Sheridan said. "The youngest consumer is very pragmatic," he said. "If you don't package purpose with a pragmatic price, then they're going to walk away."

Registered attendees can watch the video and download the slides on the Expo West App.

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Must-see sessions for retailers








It's impossible to be everywhere at once at Natural Products Expo West, and with so much going on both on and off the show floor, there are always events and sessions that we, sadly, miss. To help with the postshow FOMO, we've carefully curated this list of six Expo education sessions worthy of watching from your office or while you are curled up on the couch.

Watch the full videos through the links below, or head to the Expo West App, where all registered attendees can watch the full sessions and download the slide decks.

CLICK FOR VIDEO

Put yourself in the room!

Click on the starburst to watch video recordings of each session.

The future of food innovation starts with transparency, simplicity

Be prepared for innovation across the conscious CPG landscape: fewer ingredients, more meaning; less noise, more nourishment. **BY SHARA RUTBERG**

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The next wave of innovation may look less like disruption and more like a return to simplicity—fewer ingredients, greater transparency and stronger connections between food, farmers and communities.

That's what two icons of the conscious CPG industry concluded recently during the inaugural Natural Products Expo West CPG Innovation Summit. There, Mark Bittman, food advocate and legendary author of the kitchen bible, *How to Cook Everything*, and Jason Buechel, Whole Foods Market CEO and vice president of Amazon Worldwide Grocery Store, gave a keynote, "Reimagining Innovation for a Changing World."

"There's always this very fine line between what is innovation versus what might seem on trend, and sort of just copying the next thing that has already been put out there," Buechel said. Case in point: protein. "I mean, protein water?" he quipped.

"Gluten-free protein water!" Bittman replied. While that trend has clearly jumped the shark, "I don't even think we've hit the peak yet," Buechel said.

Although the protein trend has exploded, following trends doesn't always lead to success. For brands and retailers, Buechel said, the more durable approach to innovation begins with understanding consumers' deeper need and innovating from there: "Consumers weren't begging for kombucha on the shelves," he said. "What they were looking for was gut health."

Consumer awareness and health consciousness are hitting an all-time high, Buechel said. Shoppers want transparency into what ingredients are—and are not—in foods and beverages. "That's one of the areas where we'll see some of the greatest innovation … not necessarily about new products, but figuring out what we're pulling out of products," he said. "It's just a matter of time before this skyrockets."

Bittman acknowledged that innovation has long been equated with novelty. "But one of the most important aspects of innovation today is a return to what's natural and what's good and what's traditional—as clichéd as that may sound," he said. Historically, the gap between what people say they want and what they actually buy is a crevasse that claims many aspiring natural shoppers. Buechel believes that gap is closing, especially when it comes to Gen Z. He pointed to a recent Amazon study that found 70% of Gen Z consumers are saying they want products that are using climate-friendly agriculture practices, and 55% of them are actually willing to pay more.

Trust, both speakers agreed, has become a central currency in the modern food system. Bittman, who recently launched a small sourdough bread company and has been pondering its marketing, described how years of marketing language around sustainability and wellness have left many consumers skeptical. "People want to know that what they're buying actually aligns with the story being told," he said.

Consumers must understand and believe a brand's story to create a connection. That authenticity is earned by walking the talk, every day, Bittman said. For manufacturers, this push toward simplicity is not just a product trend—it's a strategic imperative. Brands that clearly articulate what's in their products, where ingredients come from and how they're produced are earning deeper consumer trust.

As the conversation closed, both speakers returned to a shared theme: Innovation in food increasingly aligns with authenticity. "There's this equating of innovation with authenticity," Bittman said. "To the extent that products and offerings can become simpler and more authentic." That's what many consumers want, they agreed. The solution has the potential to not only meet a consumer need, but help create a more sustainable food system.

For natural products brands, that offers both a challenge and an opportunity. The next phase of conscious business may not be about chasing the next big thing or shiny new object—but about returning to the roots of what made this industry matter in the first place.

Bridging the Farm–Retail Gap: Helping Shoppers Understand How Organic Animals Are Raised



Today's shoppers care deeply about where their food comes from—but most have little understanding of how organic animals are raised and animal products brought to their shelves.

Consumers want to eat nutritious food, and when meat is part of their diets, they want that meat to be free of antibiotics, raised in a natural setting and slaughtered humanely.

At the same time, retailers are increasingly confronted with misinformation, misleading claims and pressure campaigns—often leaving store staff in the difficult position of trying to correct complex narratives in real time. This session provided a dynamic, solutions-focused panel that helped bridge this gap.

Tracy Favre, vice president of sustainability at Handsome Brook Farms and board president of the Organic Trade Association, led a panel discussion on consumer misconceptions about organic livestock. She was joined by experienced, respected farmers and ranchers Aaron Schmid of Horizon Family Brands, Elvin Ranck of Organic Valley, Alicia LaPorte of Niman Ranch and Carolyn Gahn of Applegate Farms.

The Fiber Revolution: How America's Most Overlooked Nutrient is Reshaping CPG



Consumers and brands are realizing that fiber does more than regulate visits to the throne; it's one of the most functional ingredients available.

According to the American Society for Nutrition, over 90% of Americans don't consume enough fiber, and it's now becoming a game-changing ingredient in modern food formulation. From gut health to blood sugar management to satiety, brands are discovering that fiber isn't just a nice-to-have—it's the secret weapon that's redefining how consumers think about functional food and giving protein a run for its money.

From the science behind fiber's health benefits to innovations driving category growth, consumer education and market trends, this panel of experts explored fiber's explosive growth in the natural products industry.

Christine Kapperman, SupplySide Supplement Journal content director, moderated the conversation with Brad Charron, CEO of Aloha; Jeni Britton, founder of Jeni's Splendid Ice Creams and Floura; Matthew Amicucci, co-founder and chief scientific officer at One.bio; and Jessica Maniscalco, director of retail partners at SPINS.

Omnichannel Organic: Winning Consumers Across Digital and Physical Shelves



This panel explored how organic brands and retailers can collaborate and thrive in a blended shopping world.

From the rise of hybrid shopping—e-commerce and social commerce—to personalized promotions and category cross-selling for organic shoppers, this session examined how to leverage digital storytelling and transparency to build trust in organic products across channels.

Sandy Pfaff of the Organic Trade Association led a panel discussion on omnichannel marketing with Irene Cardozo of OTA, Carla Malin of Amy's Kitchen, Edward Johnson of Oregon Tilth, Samantha Sackin of Organic Valley and Gavin Prouty of Wedge Community Co-ops. The panelists shared the ins and outs of using various media to reach new-to-brand shoppers.

CLICK FOR VIDEO

Beyond the Label: Balancing Ingredient Integrity with Product Performance



This session examined how efficacy and transparency are reshaping shopper behaviors and loyalty, based on new research from Acosta Group and NielsenIQ.

A new shopper study reveals a powerful duality in today's health and beauty shopper: While ingredient transparency is a key purchase driver, product performance often rises to the top for decision-making—especially in general beauty and personal care items. In skin care, consumers are evenly split between prioritizing clean, natural ingredients and visible results, underscoring the need for brands and retailers to strike a balance in communicating efficacy and transparency. This session also spotlighted the allergy-conscious consumer, a highly engaged and label-aware segment.

Vik Dudheker, director of product insights at NIQ, and Kathy Risch, senior vice president of thought leadership and shopper insights at Acosta Group, presented the research results.

CLICK FOR VIDEO



CLICK FOR VIDEO

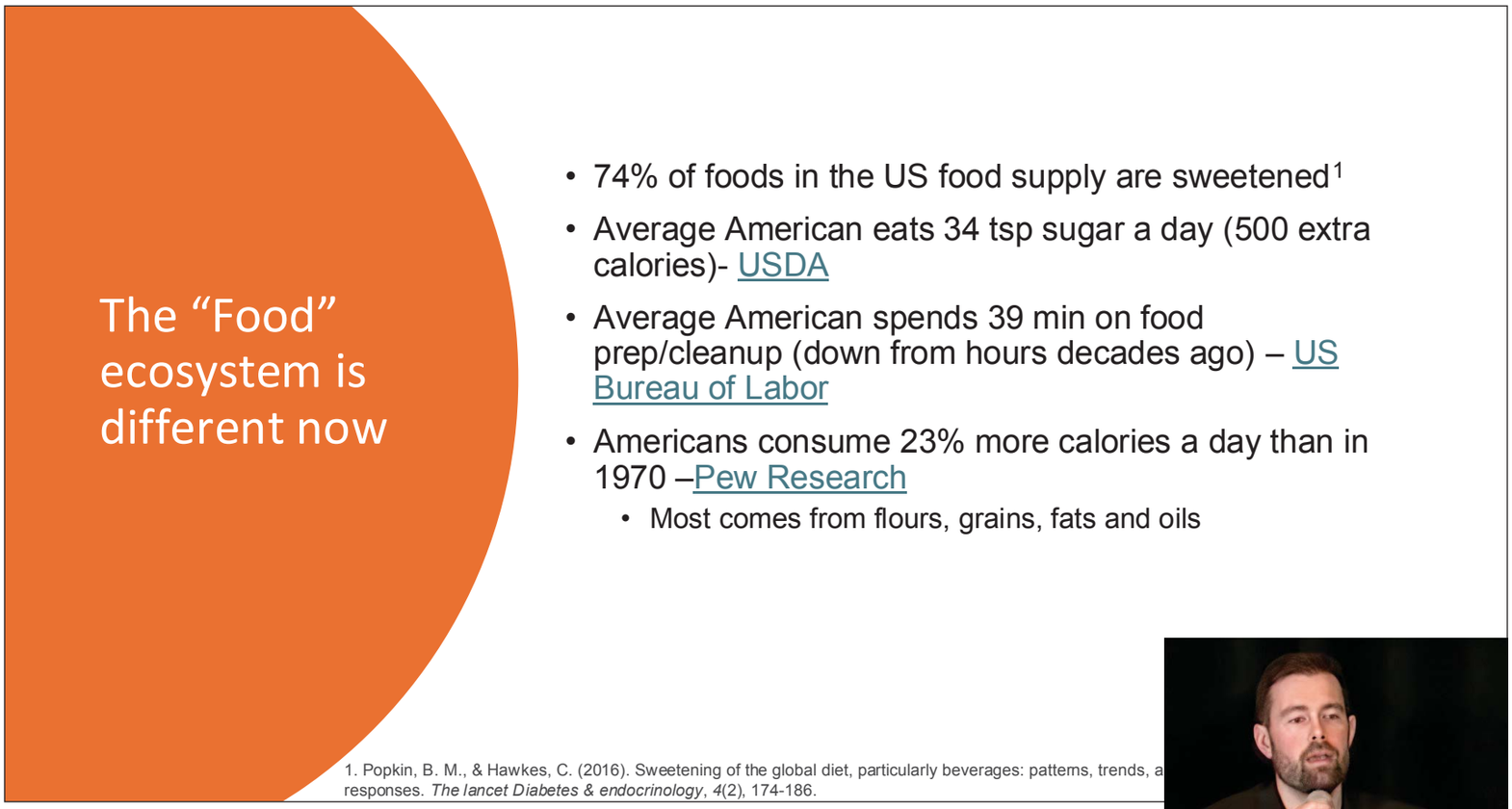
Non-UPF verification could change natural foods manufacturing

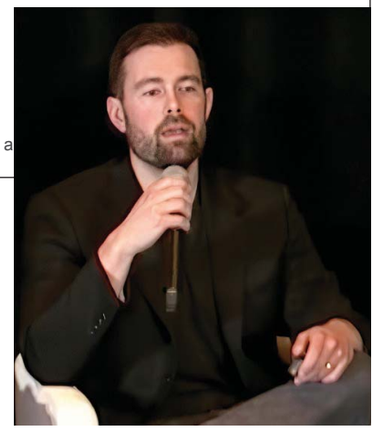
Brands find value in a new certification as consumers seek better nutrition in the foods they buy. **BY DOUGLAS BROWN**

A year after the Non-GMO Project launched its Non-UPF Verified seal, the certification has begun gaining real market traction. What began as a ripple in early 2025 has swelled into a rising wave.

During the first few months of 2026, Amy's Kitchen announced that 37 of its products—across pizza, soup, chili, beans and veggie burgers—had earned Non-UPF Verified certification. Spindrift now has 20 products carrying the seal and remains the only beverage brand to have received the Non-UPF Verified nod so far. Simple Mills also now sells 20 products with the seal.

The anti-ultraprocessed food movement reached a new milestone in March, when leaders gathered on stage at Natural Products Expo West to talk about progress on the non-UPF front during a session entitled, "Ultra-Processing and What Comes Next: Reshaping Trust, Health, and the Future of Natural Food."





Dr. Austin Perlmutter, the chief science officer for Big Bold Health, presents during the panel.

As I have been covering this movement, I moderated the Expo West conversation among panelists Austin Perlmutter, chief science officer at Big Bold Health; Jessica Wright, senior vice president of product for SPINS Foundry; Megan Westgate, founder and CEO of the Non-GMO Project and Food Integrity Collective; and Paul Schiefer, president of Amy’s Kitchen.

Health statistics cited during this panel underscored the stakes. In the U.S., ultraprocessed foods account for about 62% of the calories consumed by kids and teens and 53% of adults' calories. Also, studies link higher ultraprocessed food consumption with cardiometabolic disease, depression, dementia risk, type 2 diabetes, hypertension, lipid issues and obesity. A study published in *The Lancet* last year found that diets containing a lot of ultraprocessed foods serve as a foundation for diet-related chronic diseases globally.

During the session, Wright presented SPINS data suggesting that seals for non-UPF CPGs might resonate with consumers, as they care about production methods, ingredient quality and product certifications. Ingredients rank as important when consumers pick up new or premium brands, and whole food or minimally processed foods are qualities for which they will pay more.

Additionally, data from the Food Integrity Collective finds that 68% of consumers say they actively try to avoid ultraprocessed foods, but 70% say they struggle to identify them.

One point is becoming increasingly clear in terms of the Non-UPF Verified seal, which has been scrutinized for months: gaining it does not come easy. The standards are strict. Non-UPF Verified means threading the ultraprocessed needle with quite a bit of research-backed savvy. Third-party certifier NSF acts as the technical administrator for the program, helping handle the independent review and verification process.

Processing is not a synonym for junk food. Some processing makes food safer, more accessible and practical. The challenge is separating helpful processing from the kind of industrial manipulation that breaks ingredients down into many component parts and then recombines them. Some processes change how ingredients function in the body.

Labels do not always tell the full story, Westgate said during the panel. Rice flour, as an example, can be processed three different ways during manufacturing. Only one ranks as a non-UPF method, but the standard ingredients list does not tell shoppers whether the rice flour in a cracker is ultraprocessed.

Gaining the seal will require work for most companies and some products will often have to be reformulated. But it is doable, Schiefer said during the panel discussion. With nearly 40 Amy’s Kitchen products now carrying the seal, the company stands as a case study for how to make packaged foods, many of which are frozen, without relying on ultraprocessing.

Just two years ago, the natural and organic products industry didn’t show much interest in ultraprocessed foods. But as the movement matures, it may emerge as one of the industry’s guiding lights.



New Hope Network Retail Collaboration Group gathers at Expo West

BY DOUGLAS BROWN

What was on the mind of retailers at Natural Products Expo West this year? Supply chain, for sure—which is one reason thousands of buyers arrived at the annual show in Anaheim in March. They were on the lookout for fresh brands to carry and the companies that made them.

That was just one insight that emerged during the Retail Collaboration Group breakfast held on Thursday morning at Expo West. Every year, members of this group convene on the Anaheim Convention Center campus for noshing, networking and talking shop. When members of the RCG aren't at Expo West, they're hopping on convivial quarterly conference calls organized by New Hope Network's editorial and standards teams to discuss the latest trends and top-of-mind issues in the natural and organic products industry.

Interested in joining the group? We would love to have you join us for the occasional group call and the Expo West breakfast! Please reach out to Allison Buell (allison.buell@informa.com) or Douglas Brown (douglasbrown@newhope.com) for more information.



ROD

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Our editors' top picks from the show.

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Innovation in the aisle

Our editors pick their top 5 products by store category.

By Adrienne Smith and Meredith Kaufman

Natural Products Expo West is an annual pilgrimage for the CPG community. Showcasing the latest and greatest in food, beverages, personal care, beauty, natural living and supplements, it is the premier event for discovering what's new and what's next in CPG. Our editorial team donned their best walking shoes in search of the most innovative, delicious, integrity-driven and downright cool products.

Fresh from the aisles of Expo West, feast your eyes on some of this year's top finds.



BEVERAGES

While functional beverages continue to reign supreme, some of the most innovative drinks on this year's show floor were those that promised nothing other than clean ingredients and delicious taste.







Product spotlight

- **Kor Hydrate Dragon Fruit Lemonade**
- **Social Tonic Organic Yerba Mate Citrus Energy + Focus Support**
- **ORYZAE Kojipop Original Fermented Rice Probiotic Soda**
- **Neon Tiger Passion Fruit and Calamansi Real Fruit Soda**
- **Fresh Fizz Tart Cherry Organic Soda**





SNACKS

Our editors were captivated by the irresistible textures and satisfying crunch of these perfectly savory (and sometimes sweet) treats, crafted from the likes of salmon skin, popped rice and potato pancakes.

Product spotlight

- **Little Latke Spicy Honey Dijon Potato Crisps**
- **Irvins Salted Egg Salmon Skin**
- **Masa Original Traditional Tortilla Chips with Beef Tallow**
- **Captain Danny Sweet & Salty Rice Popcorn**
- **Samiya Barbecue Tostones**

MEAT

From grass-fed beef to Regenerative Organic Certified pork, Expo West exhibitors showcased a commitment to sustainability and ethics and continued to push the boundaries for responsibly produced meats.



Product spotlight

- **Chomps Savory Breakfast Chicken Stick**
- **Niman Ranch Regenerative Organic Certified Pasture Raised 100% Grass-Fed Ground Beef**
- **StarWalker Organic Farms Regenerative Organic Certified Uncured Bacon**
- **First Light Farms Grass-Fed Wagyu Ground Beef**
- **Charcutnuvo Regenerative Organic Certified Beef Polish Sausage**



DAIRY

The most surprising thing about dairy's triumphant return is not just that we've all got milk again, but that this category is driving some of CPG's hottest innovations.



Product spotlight

- **Lifeway Foods Muscle Mates Vanilla Protein + Creatine with Kefir Cultures**
- **Le Zette Mexican Hot Cocoa Sheep's Milk Frozen Yogurt**
- **Oakridge Dairy Moozy RTD Milk**
- **Cotto French Onion Whipped Cottage Cheese Dip**
- **Organic Valley Easy-to-Spread Butter with Olive Oil**







BRIAN BEASLEY PHOTOGRAPHY

The show floor was bustling at Expo West.







PANTRY

The latest pantry innovations are helping shoppers find balance between convenience and homemade-ish meals—often with a twist.

Product spotlight

- Seven Sundays Original Oatcakes
- Mochi Foods Original Mochi Pancake & Waffle Mix
- Cravings Carrot Cake Mix
- Truly Indian Chana Masala Curried Chickpeas
- SunRice Protein + Brown Jasmine Rice with Collagen

FROZEN

Frozen foods have evolved beyond mere convenience, emerging as the ideal format for delivering globally inspired, homestyle recipes with authenticity and flavor.

Product spotlight

- Matka Potato & Cheese Pierogi
- Lulu Asian Kitchen Sesame Chicken
- Crafty Ramen Shiitake Pork Shoyu Ramen
- Lekker Kitchen Woza Pekker Steak Pie
- Tattooed Chef Pizza Bianca Cottage Cheese Crust Pizza







CONDIMENTS

With novel flavors designed for dipping, spreading, marinating or even enjoying straight from the container, these creations have officially transformed us into proud condimaniacs.



Product spotlight

- Sāch Foods Turmeric Lemon-Zest Dip and Spread
- Simply Sunflower Non-UPF Sunflower Oil
- Arriba Foods Hot Honey Street Corn Fire-Roasted Mexican Barbeque Sauce
- Ama Ona Fire Cider Probiotic Pineapple Drizzle
- Mon Mon Traditional Korean Marinade









SUPPLEMENTS

The latest advancements in supplements are designed to enhance muscle, gut and metabolic health, or simply to help consumers unwind and relax—whether delivered as a chocolate, beverage or gummy.

Product spotlight

- Ancient Nutrition Active Peptides Metabolism
- Vital Source Nutrition ViXi Feminine Balance Gummies, Hawaiian Pineapple
- Uchie Relax Peach Mango Sparkling Kava Seltzer Crafted with Magnesium
- URVI Chill Support with KSM-66 Ashwagandha, Reishi Extract and Apigenin
- Mana Chocolat Magique Serene Milk Chocolate

PERSONAL CARE

Products formulated for every age and demographic took center stage at Expo West, empowering consumers to feel confident and at ease in their own skin.

Product spotlight

- Clean Journey Silky Moisture Hydration Divine Shampoo
- Kinside Juicy Face Hydrator
- Attitude Super Leaves Men Matcha & Bergamot Deoderant
- Oars + Alps Skin Saver Face Spray with Hypochlorous Acid
- ACURE The Super Drench Serum with Glycerin and Allantoin







4 momentum-building movements at Expo West

Meredith Kaufman covered the show from top to bottom. This is what she saw.

Some trends transcend aisles and blur traditional boundaries, reshaping how we think about wellness and lifestyle. This year, four movements stood out at Expo West, reflecting a broader shift toward personalized well-being, inclusivity and authenticity. From products supporting digestive health and women's health to mood-enhancing beverages and innovations that celebrate natural beauty and individuality, these trends were showcased across the show floor in creative and unexpected ways. Together, they highlight a growing consumer desire for products that align with their values, foster connection and reflect a more intentional way of living.

TREND

Love the skin you're in

A new wave of products is here to remind us to love the skin we are in, celebrating natural beauty and supporting healthy skin at every age and stage. Cheekbone Beauty, an Indigenous-owned cosmetic company, was founded on the ethos that people of all ethnicities should feel represented in makeup.

Meanwhile, skin care brands are creating products tailored to the unique needs of teens and tweens, promoting healthy skin without pushing unrealistic beauty standards. Even the beverage industry is joining the movement. O'kra Sparkling Water is harnessing the power of okra, a heritage ingredient rich in skin-supporting antioxidants, to create a refreshing drink that nourishes from within. Together, these brands are redefining beauty as something already to be found within each and every one of us.



O'kra Sparkling Water

This ready-to-drink beverage was one of the standout skin care innovations at Expo West. Crafted from pineapple juice and okra and enriched with vitamins A, C and E, O'kra is so delicious you'd never guess its hero ingredient is typically found in gumbo.



Cheekbone Beauty Illuminating Primer Stick
This plant-based Primer Stick is made from fruit extracts and enhanced with vitamin C for an all-day glow. Designed for all skin colors, it is the next frontier of inclusivity and representation in makeup.



Kinside Earth Exfoliating Mask
Formulated specifically for teens, this mask contains kaolin clay, tea tree and olive pit to extract impurities, as well as chlorophyll for soothing skin. What you won't find in this mask or any Kinside products are retinols, peptides, glycolic acids and other anti-aging ingredients that don't belong in skin care for teens and tweens.

TREND

Gut health

Gut health is the cornerstone of overall wellness, affecting sleep, immunity and metabolism, to name a few. As science continues to expand upon the benefits of a healthy gut, is it any surprise that we've entered the era of products formulated with the microbiome in mind?

From fiber to the "biotic trifecta" (pre-, pro- and postbiotics), these ingredients are showing up in capsules, foods and beverages. The best part? Gut health might be the most delicious wellness trend yet, thanks to the tangy appeal of fermented foods. For those who prefer milder options, flavorless probiotics and fiber are making their way into the likes of matcha, bars and pouches, making gut health support easier than ever.

HeyNu Chocolate Sea Salt Hey! Bar
HeyNu made its public debut at Expo West with its line of plant-based, gut-friendly nutrition bars. The Chocolate Sea Salt SKU packs 7 grams of fiber and 21 nutrients sourced from real fruits and vegetables. Lightly sweetened with rice syrup and grape juice concentrate, Hey! Bar avoids sugar alcohols, ensuring a gentle option for the gut.



Gutzy Organic
Gutzy's latest prebiotic plant protein smoothie is a USDA Organic delight that combines great taste with microbiome benefits. Packed with 8 grams of fiber, it features a real-fruit base of banana, cherry and apple, complemented by pea protein and prebiotic fiber from acacia.



Wildbrine Fermented Chickpea Salad Kimchi Style
This innovative fermented chickpea salad combines functionality with bold flavor. Chickpeas, celebrated for their high fiber content, are fermented kimchi-style to create a probiotic-rich treat. Versatile and delicious, it can be enjoyed in bowls and salads or straight from the jar.



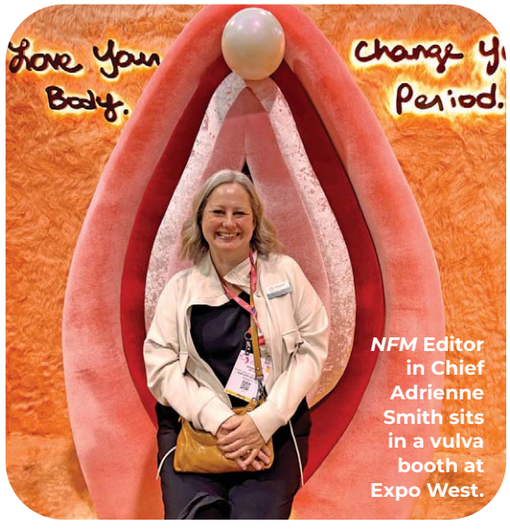


TREND

Women's health

The hottest accessory at Expo West? Vulvas—everywhere. From booth designs to bags, women's health took center stage in bold, unapologetic fashion. The natural products industry is leading a powerful movement, proving that women's wellness is anything but a niche or shameful topic.

Exhibitors covered the spectrum of women's unique needs. PlusOne seamlessly blends sexual wellness and women's health with products ranging from pleasure devices to menopause and sleep patches. Even beverages formulated specifically for women's hydration needs could be found on the show floor. The takeaway? Women's health is stepping out of the shadows and is being embraced with innovation and pride. It's about time.



NFM Editor in Chief Adrienne Smith sits in a vulva booth at Expo West.



Greater Than Pineapple Coconut Nutrient Hydration Elixir

These elixirs are crafted specifically for women's hydration needs. The Pineapple Coconut beverage features a coconut water and fruit base and is packed with electrolytes, prebiotic fiber and a nutrient blend from superfoods such as broccoli, maitake mushroom, sweet potato and others.



OPositiv Health Preggo Prenatal + Probiotic

Designed by an OB-GYN, this multivitamin capsule is a powerhouse for both mom and baby. Packed with folate, choline and omegas, it supports fetal brain and bone development while also promoting gut and vaginal health. Bonus? Vitamin B6 helps ease occasional nausea during pregnancy.



PlusOne Spark Arousal Patch

This discreet, translucent patch is applied to the body and boosts libido with ingredients including ginseng, damiana, ginkgo biloba and L-arginine. A symbol on the patch disappears when it is activated and engaging with the body. It's ideal for adult women, especially menopausal women, looking to up the arousal ante.

BRIAN BEASLEY PHOTOGRAPHY

TREND

Curate your mood

The hottest way to boost mood and emotional well-being just might come in a can. Expo West was replete with beverages promising to help consumers energize, focus, relax and even socialize. Known for supporting stress relief, adaptogenic mushrooms are as popular ingredients as ever. Newer to the CPG industry, kava, a traditional Polynesian beverage promoting relaxation, could be found on the show floor in both cans and shots. Shilajit, which supports cognitive health, and magnesium, which promotes rest, are moving beyond capsule and powder form, appearing in kombuchas and sodas alike. As consumers continue to seek mood-altering options free from alcohol and light on caffeine, expect this category to continue to grow.



Teeccino Miraculous Mushrooms Prebiotic Coffee Alternative

Energized mornings minus the caffeine crash are possible thanks to products like this new instant beverage mix from Teeccino. Made from a blend of five adaptogenic mushrooms plus Peruvian cacao and roasted chicory extract, it's designed to energize and enhance mental clarity.



Alive & Well Oak & Coconut with Shilajit Kombucha

This USDA Organic beverage reimagines kombucha as a functional drink. The oak(!) and coconut base is enhanced with shilajit, a resin derived from decomposed plant material in Himalayan rock, known to benefit cognitive health while providing sustained energy.



Uchie Relax Sparkling Kava Seltzer Crafted with Magnesium

The ultimate relaxation accessory? This Peach Mango SKU is made with 25 mg of L-theanine, 1,000 mg of kava root and 50 mg of magnesium. As part of a growing number of ready-to-drink kava beverages, it's ideal for unwinding or mellow socialization.

6 insights from Expo West

Douglas Brown shares his reflections from the show floor.



The small California pop-up city that is Natural Products Expo West showcased innovation on many fronts within the natural and organic products industry this past March.

Each year, the largest natural foods trade show in North America spotlights the many trends that electrify the vast and thriving natural and organic products industry. Editions past debuted movements such as gluten free, keto and plant-based meat. Show aisles often serve as incubators for where trends get born, cultivated and unleashed on the world.

This year was no exception. The following six trends caught this reporter's eye during the show.

Protein-palooza

Protein continued to exert its dominance as a megatrend this year. Brands continue to push innovation within this macro, making the stuff of whey, chicken breast and ground peas feel almost like table stakes.

We encountered protein gelatin and many protein coffees on the show floor. Protein sodas, protein pretzels, protein ice creams and protein chocolate. Protein ramen? Tangled vats of it. One New Hope colleague became so overwhelmed by protein-bright branding that she started taking photos of the products as she walked the show floor. The endeavor didn't last long, however, as it seemed she had to stop at every other booth.

One twist on Protein-palooza 2026: More brands trumpeted animal proteins over plant-based than in recent years. The word *whey* appeared nearly as often as *protein*.



Return to tradition

The broad trend of a "return to tradition"—fewer ingredients and simple formulations—got much attention during the CPG Innovation Summit morning keynote with Whole Foods Market CEO Jason Buechel and food journalist legend Mark Bittman. It played out on the show floor, with classic meat and dairy products—think yogurt, cottage cheese, ground beef and meat snacks—everywhere.

The innovation here wasn't so much about research and development as it was simply bringing quality animal products to consumers in convenient and delicious forms. Sustainable sourcing was a key differentiator here. Another talking point was protein—the animal kind.

The trend surely contributed to the proliferation of products containing tallow, especially potato chips and corn chips. The drive to return to tradition did lead to some fresh innovation: a pizza with a cottage cheese crust from Tattooed Chef, for example, and chips crafted out of dried eggs from the brand Magos.



Nonalcoholic caters to adults

The nonalcoholic beverage category made its first big Expo splash at the last Expo East, in the fall of 2023. Since then, the nonalcoholic trend has effervesced with mounting intensity.

The category showed up in force at the 2026 Expo West—especially with canned cocktails and wellness tonics. The movement within NA beverages clearly is broadening beyond mocktails simply removing the alcohol from traditional drinks. At this year's show, most of the booths revolved around bringing adult flavors—think bitter, savory and herbal—to the booze-less bar. The category also welcomed more functional botanicals, everything from adaptogens such as reishi mushrooms and rhodiola to chamomile, electrolytes and hibiscus.



Multi-beneficial RTDs

Beverages flooded the show too. Given the relatively small footprint available for cold beverages at most grocery stores, you might think entrepreneurs would shrink, at least a little, from the category.

Instead, they're going all in, especially with canned drinks bringing benefits: prebiotic, postbiotic, probiotic, protein, energy, mental acuity, sociability, relaxation and much more. Other beverage plays fixed on more straightforward, hero-ingredient innovations, like Organic Banana Water from Woodstock Foods.



Organic Produce Summit
by informa

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Creatine on the rise

On the supplements side of the show, creatine commandeered space like a superhero, muscling in on protein's quest for show dominance. But given their complementary benefits—pump up those biceps!—protein and creatine swan through culture today more as a dynamic duo than heated rivals. In fact, they even appear together in some powder supplements.

Creatine arrived in gummies. It also came blended with other ingredients (such as protein, of course) for smoothie powders. Creatine got served in capsules and ready-to-drink beverages, liquid drops and bars, sodas and coffee, chocolate and cookies and much more. *Nutrition Business Journal* projected U.S. creatine sales to reach $545.6 million in 2025, capturing 12.7% growth. Upped interest in brain health and increased adoption by women and seniors, according to NBJ, are among factors advancing creatine sales.



Shatavari city

The rising women's health category also swooped into Expo West with robust power, carrying with it myriad products and applications targeting stages of perimenopause, vaginal and urinary health, and skin, hair and other beauty-from-within outcomes.

Elevate Organic, for example, was just one brand championing the Ayurvedic herb shatavari, used traditionally to support female fertility, vitality and hormonal balance. Its name roughly translates as "she who possesses a hundred husbands," and is often referred to as the Queen of Herbs in Ayurvedic medicine due to its wide-ranging benefits for women's health. And this hundred-husbanded herb landed with swagger at Expo West 2026—which is not a shocker, as NBJ called it a breakout ingredient in 2025, and a top-performing ingredient in the Ayurvedic and Women's Health categories.

The trends, of course, don't stop there—Expo West unearthed hundreds of them. These represent just a snapshot. And they don't end in Anaheim, either. Products from trending categories will fill retailer shelves, influencer reels and brands' sales pitches across the year.

Few industries hatch, nurture and give flight to as many trends as the natural and organic products industry. And once a year, the industry's many trends flock to Anaheim for Natural Products Expo West for an annual party that reverberates throughout the rest of the year.

Insights & Inspiration



Whether you seek to stay in the know on natural retailing, tap into what's trending, want to improve operations or advance your marketing messages, NFM is with you. As retail continues to transform, we're here to grow with you.

NATURAL FOODS MERCHANDISER
is with you as food, health and retailing transform.

New Hope NETWORK

editor@naturalfoodsmerchandiser.com

The 2026 NEXTY winners

Did you hear? The 2026 NEXTY Awards were an absolute sensation. From nearly 1,000 nominations, the judges selected 164 finalists in 37 categories. We announced the winners plus three special Editors' Choice Awards during the NEXTY Awards Ceremony at Expo West, where we celebrated with over 800 of our natural products best friends. Loud cheering, big hugs and huge smiles defined the night. From an innovative sourdough mix that needs no starter to oat milk in a "slice," these winners are worth the hype.





SPECIAL DIET



Papa Mountain
Sweet Potato and Herb Bread Rolls
SRP: $7.49

BEVERAGE



Tractor Beverage Co.
Apricot Peach Organic Haymaker
SRP: $3.49

SAVORY OR SALTY SNACK



Mamame
Hot Chili Tempeh Chips
SRP: $9.99

COFFEE & TEA



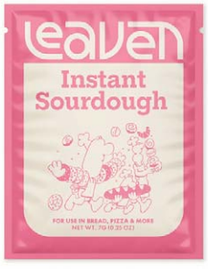
Traditional Medicinals
Stress Ease Calm Tea
SRP: $7.49

SUPPLEMENT TRAILBLAZER



Pure Health Research
Lymph System Support
SRP: $19.43

PANTRY STAPLE



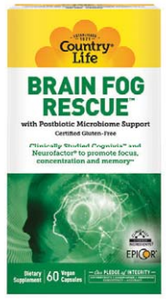
Leaven Foods
All Purpose Instant Sourdough
SRP: $8.99

SUSTAINABLE SUPPLEMENT



Kuli Kuli
Sea Moss and Blue Spirulina Superfood Gummies
SRP: $24.99

SUPPLEMENT FOR THE MIND



Country Life
Brain Fog Rescue
SRP: $49.99

SUPPLEMENT FOR THE BODY



Big Bold Health
HTB Immune Energy Chews
SRP: $45

BEAUTY & SKIN CARE



ACURE
Sun Serum Drops SPF 30
SRP: $19.99

NEXTY AWARDS WINNERS!

PREPARED FROZEN



Deep Indian Kitchen
Veggie Masala Momo Dumplings
SRP: $7.49

MEAT ALTERNATIVE



MyForest Foods
MyPulled Pork
SRP: $9.99

DAIRY ALTERNATIVE



Elmhurst 1925
Clean Protein Pistachio Crème
SRP: $4.99

VEGAN



Lexington Bakes
Peanut Butter Chip Protein Cookie
SRP: $3.99

PLANT PARTY!



MìLà
Savory Mushroom Bao Buns
SRP: $7.99

PERSONAL CARE



KIIMA
Refillable Natural Deodorant
SRP: Applicator: $14
Refill: $9

SWEET SNACK



Magic Chocolate
Salted Candied Hazelnut Truffle Layer Bars
SRP: $8.99

PEOPLE-FORWARD



Piko Provisions
Lū'au Stew
SRP: $3.99

PLANET-FORWARD



Seven Sundays
Bright Side Triple Berry Granola
SRP: $8.99

CERTIFIED ORGANIC



Farmer Focus
Organic Parmesan and Herb Chicken Meatballs
SRP: $8.49

FUNCTIONAL FOOD OR BEVERAGE



Two River Gourmet Mushrooms
Chaga Mushroom Broth
SRP: $8.99

NATURAL LIVING



Bundle x Joy
Bone Broth and Colostrum Daily Boost Powder
SRP: $29.99

PACKAGED PRODUCE



Ladybug Brand
Organic Lemons in Zero-Plastic Net
SRP: $4.99

MEAT OR ANIMAL-BASED



StarWalker Organic Farms
Regenerative Organic Certified Ground Beef
SRP: $14

DAIRY OR EGG



NestFresh
Humanely Hatched Pasture Raised Eggs
SRP: $6.99

PREPARED PANTRY



Fly by Jing
Creamy Sesame Noodles
SRP: $3.99

CERTIFIED REGENERATIVE/ BIODYNAMIC



Bionaturae
Regenerative Organic Certified Crushed Tomatoes
SRP: $4.69

NONALCOHOLIC BEVERAGE



NoWhere Foods
Ridgeline Cherry Ginger Maple Sparkling Cocktail
SRP: $4.99

DIP OR SPREAD



Bezi
Hot Honey Labneh
SRP: $6.49

FROZEN DESSERT



Heritage Kulfi
Rosewater Kulfi Ice Cream
SRP: $8.99

GLUTEN-FREE



Felicia
Organic Oat Penne
SRP: $4.99

ECO-FRIENDLY PACKAGING



Milkadamia
Oat Milk Slices
SRP: $4.29

PRODUCT DESIGN & STORYTELLING



Kettle & Fire
Maui Nui Venison Bone Broth
SRP: $8.99

NATURAL KIDS



Actual Veggies
Sweet Potato & Carrot Veggie Nuggets
SRP: $6.49

BREAD & BAKERY



Truly Indian
Tikka Masala Vegan Naan
SRP: $6.99

SPICE OR CONDIMENT



Big Tree Farms
Original Naughty Bali BBQ Sauce
SRP: $8.99

NEWTOPIA NOW



DEW Mighty
Bloom Nourish + Calm Jelly Serum Bar
SRP: $52

EDITORS' CHOICE



Ulu Foods
Chia and Sea Salt Breadfruit Bites
SRP: $7.99

EDITORS' CHOICE



The Republic of Tea
Regenerative Organic Certified Assam
SRP: $11.75

EDITORS' CHOICE



Keya's Snacks
Bombay Spice Potato Chips
SRP: $5.49

A NEXTY night out

This ceremony and celebration has become a top event at Expo West.

BY MEREDITH KAUFMAN







New Hope's editorial team has many talents, including balloon arch building and dancing barefoot in the ballroom. But we weren't the only ones having fun at the event!









DAVID ALLEN
BRIAN BEASLEY PHOTOGRAPHY

The 2026 NEXTY Awards marked another outstanding year for this flagship natural products competition with some 1,000 entries across 37 different categories.

To get through the monumental task of evaluating this year's nominated products, a crew of experienced natural products judges converged on New Hope Network's Boulder, Colorado, office. This group of natural products retailers, brand and sustainability advisors, investors and other industry experts applied the criteria of inspiration, integrity and innovation to select one winner from each category.

Sure, NEXTY judging entails sampling lots of tasty products. But make no mistake: Behind the scenes, the NEXTY Awards involve meticulous prep, a hearty appetite and plenty of spirited debate.

This year we also launched exciting new categories. First, New Hope's editors selected eight NEXTY finalists at the Newtopia Now show in August, including supplement, food, beverage and personal care brands—one of which won the prize at Expo West. Second, the awards program debuted the Product Design and Storytelling category, created to spotlight brands educating consumers through packaging design. Finally, with more than 50 outstanding nominations in the Meat, Dairy and Animal-Based category, we broke it into two: Meat Product and Dairy or Egg Product.

But the best part of all was coming together in person at Expo West to celebrate this year's finalists and winners. True NEXTY magic!

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"Regularly add collagen to your diet." Why?

When it comes to feeling good and looking good, I am going to share my secret weapon… it is called **Total Body Collagen™.** Collagen hydrates our skin, reducing wrinkles and giving us that plump youthful glow. It also supports healthy hair.

– JULIE REIL, MD and Beauty Expert





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