

NFM

natural foods merchandiser



Natural
Products
EXPO WEST®
2024 SHOW
ISSUE

Expo Dreaming

From legacy retailers and innovative wellness brands to Natural Products Expo West, SoCal is swimming in good natural products vibes

EXPO WEST

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The new NEXTYS!

From expanded categories to the NEXTY Prom at Expo West, this year's awards are bigger and better than ever! **By Adrienne Smith**

For the first time, the NEXTY Awards are being held exclusively in conjunction with Natural Products Expo West—and New Hope Network is making these NEXTY Awards an edition to remember.

For starters, the typical 20 product categories turned into a whopping 35(!) as we sought to truly represent the ever-expanding nature of the CPG industry and the sheer breadth of categories, products and innovation that it comprises in today's marketplace. A few of the new categories for the Expo West NEXTY Awards include Non-Alcoholic Beverages, Packaging, Vegan products, Beauty and Skincare, Supplement Trailblazer, Kid's products, Packaged Produce and more.

The response has been overwhelming—literally, we had to move offices to make space (for this and other reasons). This has been the biggest NEXTY Awards ever, with close to 1,500 nominations, submitted by both exhibiting and non-exhibiting natural products brands. Our panel of expert retail judges risked palate fatigue to select the outstanding 154 NEXTY Awards finalist products you will find on the following pages.

Before you dive into the list of finalists, make note of another first this year: We will announce the NEXTY Awards winners during the first-ever NEXTY "Prom" held from 6-7:30 p.m. Thursday, March 14, in the Marriott Marquis Ballroom Center. Bedeck yourself in prom finery and join our celebration of this year's finalists and winners!

DAIRY ALTERNATIVE



Icelandic Provisions
Mango and Passion Fruit Oatmilk Skyr
SRP: \$2.49
Booth: 5644



Nuts For Cheese
Lemon Dill Cream Cheese Style Spread
SRP: \$7.99
Booth: 5357



Kern Tec
Wunderkern Circular Apricot Seed Milk
SRP: \$2.99
Booth: 180



Le Grand
Plant-Based Mac and Cheeze Sauce
SRP: \$7.99
Booth: 5598B



Rebel Cheese
Cave Aged Brie
SRP: \$15

FUNCTIONAL FOOD OR BEVERAGE



Good Belly
Mango Pineapple Prebiotic Sparkling Water
SRP: \$1.98
Booth: N722



Tulua
Gut Health Fermented Kimchi Probiotic Shot
SRP: \$4.39



Wise Bar
Lemon Ginger Energy Adaptogen Bar
SRP: \$2.99
Booth: N2109



BioFoodLab
One Bite Pistachio Protein Bar
SRP: \$3.29



The Coconut Cult
Pina Colada Probiotic Coconut Yogurt
SRP: \$17.99
Booth: 5488



Sprout Living
Italian Truffle Probiotic Almonds
SRP: \$29.95 / 10 pack
Booth: N129

BEAUTY AND SKINCARE



W.S. Badger Company
SPF 30 Face Mineral Sunscreen
SRP: \$21.99



Slo Natural Beauty
Cherry and Blush Lip and Cheek Tinted Balm
SRP: \$7.99



Inna Organic
Rose Geranium LivelyLips Radiant Tint Serum
SRP: \$23.59 Booth: 2488



Sky Organics
Organic Ultra Moisture Coconut Oil Stick
SRP: \$16.99 Booth: 2633



Abe's Vegan Muffins
Vanilla Mini Cupcakes
SRP: \$7.99 Booth: N845



Green Girl Bakeshop
Chocolate Covered Cookie Dough Gelato
SRP: \$8.99 Booth: N2320

SUPPLEMENT TRAILBLAZER



Bodycloc Naturals
Bodycloc
SRP: \$24.98



Cornbread Hemp
Sleep CBD Gummies, 1500mg
SRP: \$74.99 Booth: 3058



Mimio Health
Daily Cell Care
SRP: \$100



NNABI
Peri Essential 5
SRP: \$125



Quicksilver Scientific
The One
SRP: \$79



Macalat
Sweet Dark Chocolate
SRP: \$4.99 Booth: N416

SUSTAINABLE SUPPLEMENT



Malama Mushrooms
Lion's Mane Dual-Extract Tincture
SRP: \$30 Booth: N2248



True Grace
Prenatal Multivitamin
SRP: \$45.95 Booth: 4474



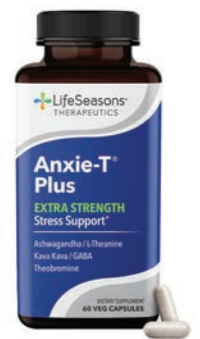
Youtheory
Ocean-Friendly Omega
SRP: \$23.99 Booth: 3863



EXCITE MY
Calm and Focus Journey Wellness Gummies
SRP: \$39.99 Booth: 7824



Natural Stacks
Focus Bites
SRP: \$19.95 Booths: N2226, 3371



LifeSeasons Therapeutics
Anxie-T Plus
SRP: \$42.99 Booth: 3623

SUPPLEMENT FOR THE BODY



Calocurb
Amarasate Natural
Hops Extract
SRP: \$69.99



Better Being Co.
Zhou Nutrition
Creatine Gummies
SRP: \$34.99
Booth: 2605



8 Greens
Super Greens Powder
SRP: \$34.99
Booth: N2241



Redd Remedies
Menowise
SRP: \$38.99



Gaia Herbs
Infinity Glow
SRP: \$42.99
Booth: 3843

FROZEN DESSERT



2foods
Chocolate Gateau
SRP: \$15.95
Booth: 3098C



GoodPop
Neapolitan Pops
SRP: \$8.99
Booth: 5015



Alec's Ice Cream
Nutty Butter Brittle
SRP: \$8.99
Booth: F92



Doughlicious The London Dough Co.
Chocolate Chip Cookie
Dough and Gelato Bites
SRP: \$6.99
Booth: 1899A

PLANET-FORWARD PRODUCT



Burroughs Family Farms
ROC-Almond Milk
Concentrate
SRP: \$21.99 Booth: F69



Reel
Bamboo
Paper Towels
SRP: \$16.99
Booth: 3047



Patagonia Provisions
Vegan Cheddar Cheeze
Organic Crackers
SRP: \$6 Booth: N842



World Centric
ZeroWare Bowl
SRP: Varies



Seven Sundays
Simply Honey Oat
Protein Cereal
SRP: \$7.99
Booth: N1330



King Arthur Baking Company
Regeneratively-Grown Climate
Blend Whole Wheat Flour
SRP: \$5.99 Booths: 5185, 890

NATURAL KIDS' PRODUCT



Beekeeper's Naturals
Kid's Propolis Throat Soothing Lollipops
SRP: \$9.99
Booth: N1902



Serenity Kids
Coconut Curry with Free Range Chicken
SRP: \$3.99
Booth: N126



Once Upon a Farm
Organic Refrigerated Strawberry Oat Bar
SRP: \$2.79
Booth: 5089



Kabrita
Goat milk-based Infant Formula
SRP: \$27.99
Booth: N209



Oillogic
Skin Aid Oatmeal and Epsom Salt Bottom Soak
SRP: \$7.99
Booth: 2908



Unicorn Tots
Lentil and Quinoa Tots
SRP: \$6.99
Booth: 8504

PACKAGING



Babo Botanicals
Mango and Hibiscus Shampoo
SRP: \$18.5
Booth: 2722



The Sustainable Care Company
Cleanery Tahitian Lime Foaming Dish Spray
SRP: \$4.49 Booth: 2404



Inna Organic
Cedarwood Shampoo
SRP: \$28.99
Booth: 2488



Hooch Booch
Botanical Corpse Reviver
SRP: \$3.49



MOSS
Pomegranate Sea Moss Beverage
SRP: \$4.99
Booth: 8204



Seattle Chocolate Company
joco Brown Butter Cardamom and Pecan Bar
SRP: \$10 Booth: N1844



Mustela
Eco-Refill Organic Cleansing Gel
SRP: \$17.5
Booth: 2722



Slo Natural Beauty
Rose and Vanilla Natural Deodorant
SRP: \$12.99



Life Cider
Pineapple Coconut Sparkling Apple Cider Vinegar Beverage
SRP: 3.79 Booth: 4497



Walker Brothers
x Rishi Botanicals Masala Chai Kombucha
SRP: \$3.99
Booth: 8822

BEVERAGE

ALCOHOLIC BEVERAGE



Patagonia Provisions
Patagonia x Topa Topa
Kernza Lager
SRP: \$12.99 / 6 pack
Booth: N842



G's Dry Hard Ginger Beer
G's Original Ginger,
Lemon and Orange
SRP: \$4.49



Anne's Toum
Original Mediterranean
Garlic Dip and Spread
SRP: \$6.99
Booth: 8613



Good Foods Group
Dill Pickle Chip Dip
SRP: \$4.49



Millsie Fine Foods
Dill Pickle Truffle
Creamy Cashew Dip
SRP: \$7.99
Booth: 8218



Yaza Foods
Za'atar and Olive Oil
Labneh
SRP: \$6.49
Booth: 2599B

NON-ALCOHOLIC BEVERAGE



Free AF
G & T
SRP: \$14.99



Ghia
Berry Non-Alcoholic
Aperitif
SRP: \$38
Booth: N1343



Sayso
Skinny Spicy Margarita
Cocktail Tea Bags
SRP: \$14.99
Booth: N1942



Parch Spirits
Prickly Paloma Agave
Cocktail
SRP: \$5
Booth: 7303



Gruvi
Sangria
SRP: \$19.99
Booth: 7101

BREADS AND BAKERY



Arya International
Golden Curry Roti
SRP: \$7.89
Booth: 4899A



EQUI
Protein and Fiber
Bread
SRP: \$7.99
Booth: 4596



Crepini
Pancheesi Banana
Protein Pancakes
SRP: \$6.99
Booth: 499

NATURAL LIVING PRODUCT



ECOS
Ultra Concentrated
Laundry Detergent
SRP: \$17.99
Booth: 2963



Canary
Concentrated Hand
Soap Refill Bar
SRP: \$15
Booth: 3057



The Unscented Company
Toilet Bowl Cleaner
SRP: \$12.99
Booth: N1537

PLANT PARTY



Lentiful
Homestyle Chili
Instant Lentils
SRP: \$4.95



Oatly
Super Basic
Oatmilk
SRP: \$5.99
Booth: 604



Remedy Organics
Super Ube Glow
SRP: \$4.99
Booth: N2001



Big Bold Health
Himalayan Tartary
Buckwheat Sprout
Powder
SRP: \$45



GoodSAM Foods
Crispy Crunchy
Pineapple Slice
SRP: \$4.99
Booth: N2204



Revol Greens
(Green)House Organic
Caesar Salad Kit
SRP: \$4.99

SWEET SNACK AND DESSERT



Chiwis
Dark Chocolate
Drizzled Orange
Chips
SRP: \$6.99



TCHO Chocolate
Dirty Chai
SRP: \$9.99
Booth: 5020



Better Sour
Guava Calamansi Ume
Sour Gummy Candy
SRP: \$3.99
Booth: N1235



Raaka Chocolate
Matcha Waffle Cone
SRP: \$5
Booth: 5671



Oobli
Milk Chocolate Cocoa
Dreams
SRP: \$22.99/4-pack
Booth: 4882



Chocxo Chocolatier
Dark Chocolate Lemon
Creme Cups
SRP: \$6.99
Booths: N828, 1705

MEAT ALTERNATIVE



Abbot's
Whole Burger
SRP: \$7.99
Booth: 5297



Prime Roots
Classic Koji Pepperoni
SRP: 17.99
Booth: 4695



Konscious Foods
Plant-Based Smoked
Salmon
SRP: \$5.99
Booth: 5679



Force of Nature
Ancestral Beef
Homestyle Meatballs
SRP: \$12.99
Booths: N347, 4451



Country Archer
Ancestral Blend
Original Meat Stick
SRP: \$1.99
Booth: 5057



Safe Catch
Smoked Trout Fillets
in Water
SRP: \$6.99-7.99
Booth: 5212

MEAT, DAIRY OR ANIMAL-BASED PRODUCT

GLUTEN-FREE PRODUCT



Cappello's
Almond Flour
Buttermilk Biscuits
SRP: \$8.99
Booth: 8605



Sweet Loren's
Cinnamon Sugar
Breakfast Biscuits
SRP: \$6.99
Booth: 5589



Rummo Pasta USA
Gluten Free Rigatoni, No. 50
SRP: \$4.49
Booth: 5547



Wholly Wholesome
Wholly Gluten Free
Skillet Cookie
SRP: \$6.49 Booth: 5415



Rudi's Rocky Mountain Bakery
Gluten Free Breakfast
Sandwiches with Sausage
SRP: \$8.99 Booth: 5431

VEGAN PRODUCT



MyForest Foods
MyBacon
SRP: \$8.99
Booth: N1123



Fabalish
Classic Mayo
SRP: \$9.99
Booth: 2006



Konscious Foods
Plant-Based Superfood
Chick'n Wrap
SRP: N/A
Booth: 5679



Just Date
Organic Date
Sweetened Milk
Chocolate Chips
SRP: \$9.99



Sunday Night Foods
Vegan Chocolate
Sauce
SRP: \$8.99
Booth: 200



Wild West
Grizzly Oatmilk
Chocolate
SRP: \$5.99
Booth: N505

COFFEE OR TEA



Numi Organic Tea
Damiana Relax
SRP: \$7.99
Booth: F62



Explorer Cold Brew
Alchemist Dirty
Chai Concentrate
SRP: \$19.99
Booth: 8711



Minor Figures
Barista Chai
Concentrate
SRP: \$15.99
Booth: N218



Rishi Tea & Botanicals
Greek Mountain Tea
SRP: \$9.99
Booth: N1718



Waku
Peach Prebiotic
Herbal Tea
SRP: \$2.99

CERTIFIED REGENERATIVE PRODUCT



Alec's Ice Cream
Palm Springs Banana
Chocolate Date Shake
SRP: \$8.99
Booth: F92



Recoup
Lemon Lime Ginger
Sparkling Beverage
SRP: \$2.99



Ancient Nutrition
Gut Recovery
Probiotics
SRP: \$59.95
Booth: 3981



Patagonia Provisions
Organic Fusilli
SRP: \$6.49
Booth: N842



SIMPLi
Gigante Beans
SRP: \$8.99
Booth: N2239

CERTIFIED ORGANIC PRODUCT



Big Picture Foods
Fermented Banana
Peppers
SRP: \$5.49
Booth: N221



Artisan Tropic
Tomato Herb
Grain-Free Crackers
SRP: \$5.39
Booth: N2342



GREEN
Coconut Pineapple
Energizing Electrolyte
Hydration Mix
SRP: \$2.59



Zeal Creamery
Mature Sharp
Cheddar Cheese
SRP: \$8.49
Booth: 5150



Avafina Organics
Plant Based Chiaviar
SRP: \$6.99
Booth: 1504



Straus Family Creamery
Organic Lowfat
Blueberry Kefir
SRP: \$6.99 Booth: F111

PANTRY - CANNED GOODS, JARS AND POUCHES



A Dozen Cousins
Brown Sugar Baked
Beans
SRP: \$3.99
Booth: N213



Haven's Kitchen
Zesty Jalapeno Aioli
SRP: \$7.99
Booth: N1635



Ya Oaxaca
Mole Negro
SRP: \$6.99
Booth: 4950



Brami
Spaghetti
SRP: \$3.79
Booth: 8106



Great River Organic Milling
Long Grain White Rice
SRP: \$3.99
Booth: 4790



Jovial Foods
Bionaturae
Sourdough Pasta
SRP: \$3.49
Booth: 1951

PANTRY - PASTA, GRAINS AND RICE

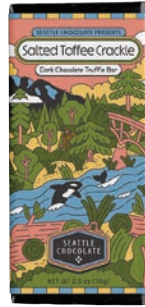
PEOPLE-FORWARD PRODUCT



Eat the Change
Just Ice Tea Dragon
Green Tea
SRP: \$2.19
Booth: N934



Heilala
Key Lime Pie Vanilla
Extract
SRP: \$21
Booth: N1545



Seattle Chocolate Company
Salted Toffee Crackle
Truffle Bar
SRP: \$5 Booth: N1844



Who Gives A Crap
Premium 100% recycled
Toilet Paper
SRP: \$6.99
Booth: 2932

SPICES AND CONDIMENTS



Bee Harmony Honey
Turmeric Infused Honey
SRP: \$12.99
Booth: N2024



Fly By Jing
Chengdu Crunch
SRP: \$17
Booth: N841

SALTY OR SAVORY SNACK



BRUTAL
Velvet Cheddar Lupini
Bean Puffs
SRP: \$5.50
Booth: N2309



Cheddies
Classic Cheddar Cheesy
Crackers
SRP: \$2.89
Booth: N1438



Daily Crunch
Dill Pickle Sprouted
Almonds and Pepitas
SRP: \$6.99
Booth: N2112



Paro
Tarka
SRP: \$16



Thrive Market
Organic Basil Paste
SRP: \$3.99



KIBO Foods
Mediterranean Herb
Chickpea Chips
SRP: \$5.49
Booth: N1040



Nemi Snacks
Pickled Jalapeño
Cactus Sticks
SRP: \$3.99



ZENB
Rosemary n' Chia
Cracker Crisps
SRP: \$5.99
Booth: N1740



Starwest Botanicals
ROC Red Chili Flakes
SRP: \$5.49
Booth: 1431



SIMPLI
Peruvian Herb
Salt Blend
SRP: \$9.99
Booth: N2239

PREPARED FROZEN PRODUCT



Actual Veggies
Classic Potato Super Fries
SRP: \$5.99
Booth: 5252



Alessia (Viru)
Vegan Avocado Burger
SRP: \$6.50
Booth: 2998B



Katie's Pizza and Pasta
Wood Fired Black Garlic Burrata Pizza
SRP: \$13 Booth: N519



Ocean's Halo
Organic Kimbap Veggie Roll
SRP: \$5.99
Booth: N1603, N1701, N1702, N1706



Deep Indian Kitchen
Spinach Paneer Kati Street Wrap
SRP: \$4.39
Booth: 5445

PERSONAL CARE PRODUCT



Pacha Soap Co
Coconut and Rice Milk Bar Soap
SRP: \$6.99 Booth: 3017



Acure
RevitaBond Leave In Perfecting Spray
SRP: \$15.99 Booth: 3014



Sparkle Innovations
Plant-Based Pads
SRP: \$5.80
Booth: 2684



Medicine Mama
Lips Stick VMagic On-the-go
SRP: \$19.99



Revol Cares
Essential Sleep Short
SRP: \$29.99
Booth: 3041



JOJO'S

GLUTEN FREE DARK CHOCOLATE COVERED PRETZELS

Made by a mom fighting cancer & sugar cravings.

THAT'S WHY JOJO'S IS ALWAYS:

- German Dark Chocolate
- Made with Satisfying Ingredients
- Half the Sugar
- Double the Protein
- Gluten, Soy, Lactose, FREE



Meet ...the perfect fusion
of SWEET & SALTY