



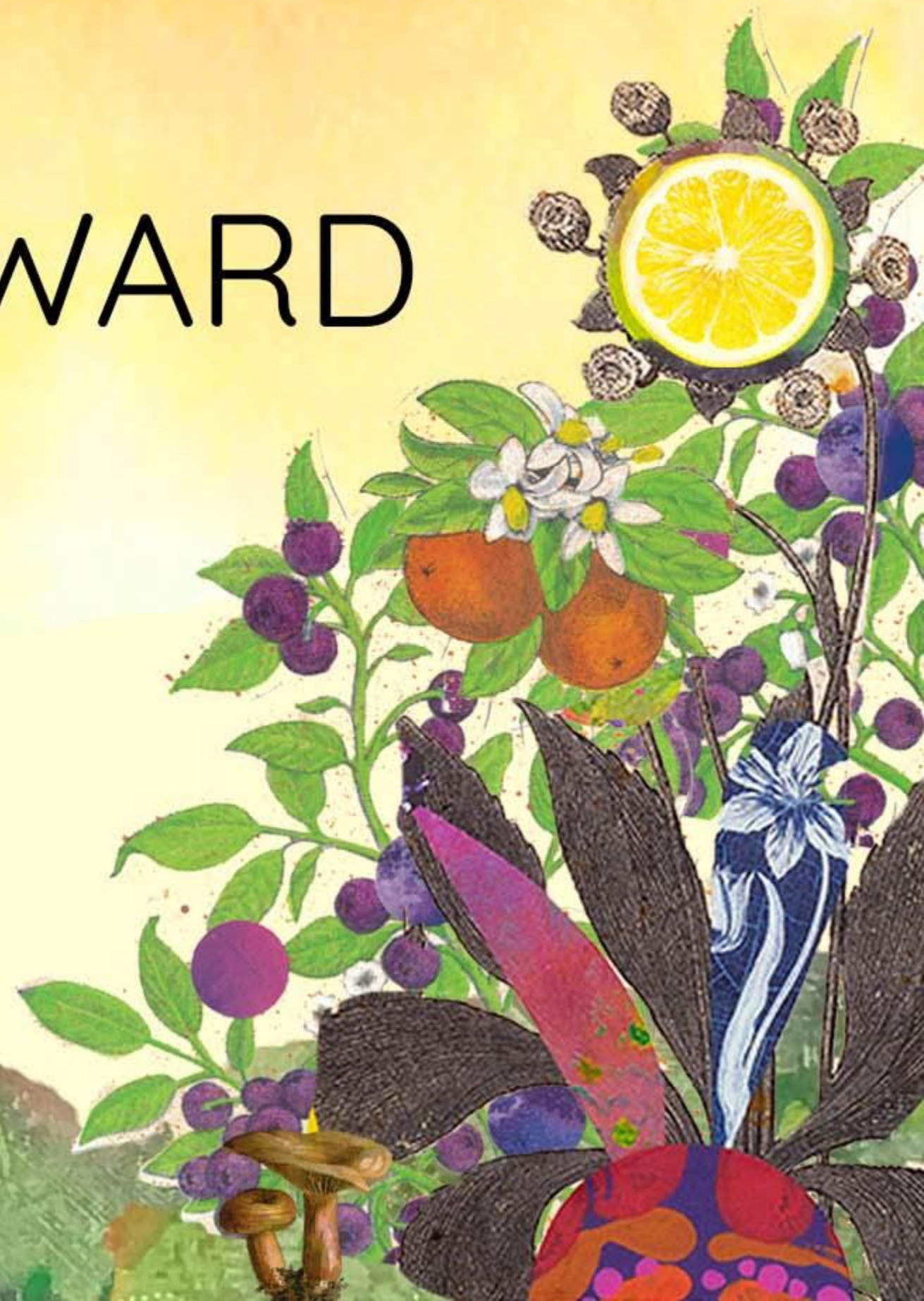
CEREMONY & CELEBRATION

GREG STELTENPOHL

PRAGMATIC VISIONARY AWARD

CALIFIA
FARMS*

plant
futures™



GREG STELTENPOHL
PRAGMATIC VISIONARY AWARD

Peetachai
“Neil” Dejkraisak
Founder
Jasberry



GREG STELTENPOHL
PRAGMATIC VISIONARY AWARD

Zacharia Ben
Founder
Bidii Baby Foods





2024 FINALISTS AND WINNERS

YOUR HOSTS



Adrienne Smith

New Hope Network



Gianna Rosenbach

New Hope Network



Scott Dicker

SPINS

THE THREE Is



Innovation: Describe how this product is a result of truly creative thinking and execution. Does it rely on a certain processing technique or production process? Does it use a newly discovered or rediscovered ingredient, or introduce a new flavor profile? Does it fill a legitimate (though perhaps not yet recognized) natural products market need or niche; and/or is predicted to have longer-term impact in the industry.

Inspiration: The product or company adheres to an unusual or new mission targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated, focused and effective, with real, wide-reaching potential or already proven positive social or environmental impact.

Integrity: The product or company takes a creative, next-gen approach to clean ingredient(s), sustainability, transparency, traceability and safety/security

THE GUEST JUDGES



Brody Burk
Forager Manager
Sprouts Farmers Market



Holly Adrien
Natural and Organics
Strategy and Innovation Manager
Kroger



Alyssa Vescio
Senior Vice President
of Merchandising, Center Store
Whole Foods Market



Jason Bidart
Vice President of
Merchandising,
Food
Thrive Market



Jonathan Lawrence
Vice President of Center Store
Fresh Thyme Market



Dave Janowicz
Chief Retail Officer
Alive and Well

THE GUEST JUDGES



Anna Mayo

VP, Beauty Vertical
NielsenIQ



Naomi Honig

Founder & Principal
Three Hive Strategy



Evonne Chan

Senior Market Insights Analyst
SPINS



Kristine Carey

Executive Director
Naturally Boulder



John Grubb

Managing Partner
Summit Venture Management



Mary Rochelle

Marketing, Communications
and Engagement Manager
Guckenheimer at Google



Scott Dicker

Market Insights Director
SPINS

PLANET-FORWARD PRODUCT | FINALISTS



King Arthur Baking Company

Regeneratively-Grown Climate Blend Whole Wheat Flour



Patagonia Provisions

Organic Vegan Cheddar Cheeze Crackers



Burroughs Family Farms

ROC-Almond Milk Concentrate



Reel

Bamboo Paper Towels



Seven Sundays

Simply Honey Oat Protein Cereal



World Centric

ZeroWare Bowl



Burroughs Family Farms
ROC-Almond
Milk Concentrate

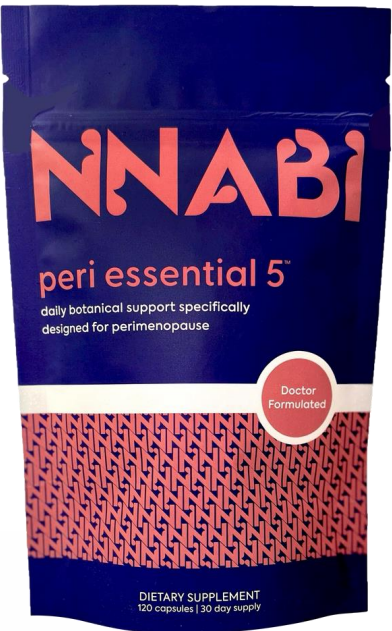
SUPPLEMENT TRAILBLAZER | FINALISTS



Mimio Health
Daily Cell
Care



Quicksilver Scientific
The One



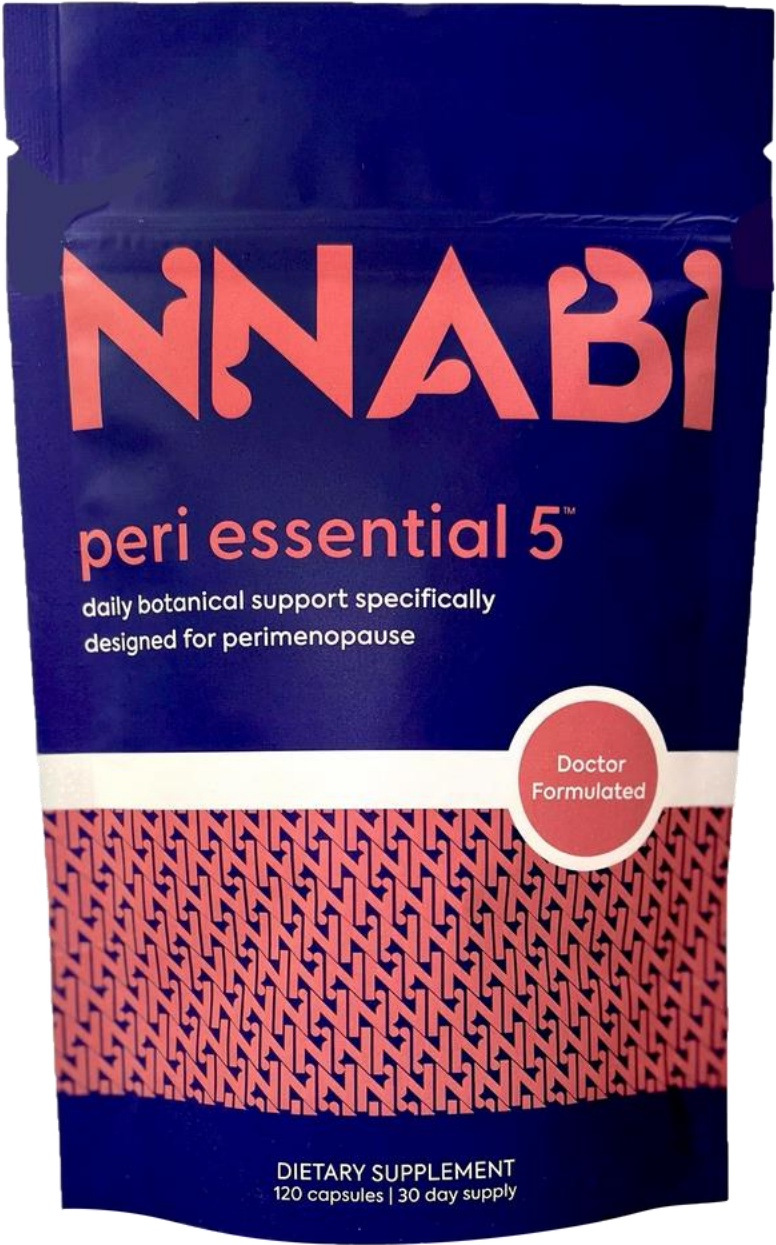
NNABI
Peri Essential 5



Bodycloc Naturals
Bodycloc



Cornbread Hemp
Sleep CBD
Gummies



NNABI

Peri Essential 5

MEAT, DAIRY OR ANIMAL-BASED PRODUCT | FINALISTS



Safe Catch

Smoked Trout Fillets in Water



Country Archer

Ancestral Blend Original Meat Stick



Force of Nature

Ancestral Beef
Homestyle Meatballs

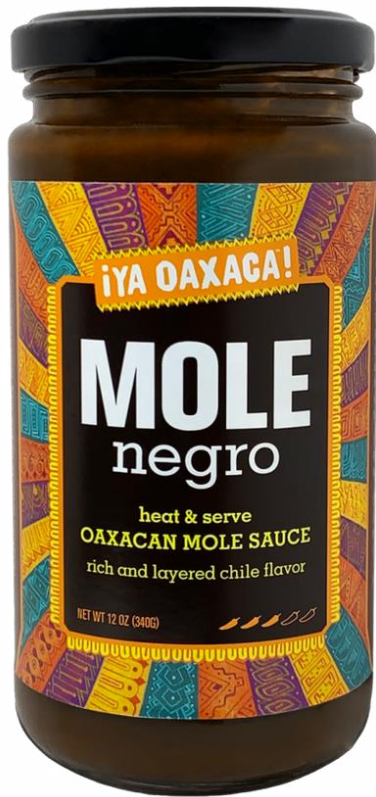
MEAT, DAIRY OR ANIMAL-BASED PRODUCT | WINNER!



Country Archer

Ancestral Blend Original Meat Stick

PANTRY- CANNED GOODS, JARS AND POUCHES | FINALISTS



Ya Oaxaca

Mole Negro



A Dozen Cousins

Brown Sugar Baked Beans



Haven's Kitchen

Zesty Jalapeño Aioli

PANTRY- CANNED GOODS, JARS AND POUCHES | WINNER!



Ya Oaxaca
Mole Negro



GoodSAM Foods

Crispy Crunchy Pineapple Slice



Revol Greens

(Green) House Organic
Caesar Salad Kit



GoodSAM Foods

Crispy Crunchy Pineapple Slice

PACKAGING | FINALISTS



Seattle Chocolate Company
joco Brown Butter
Cardamom and Pecan Bar



Babo Botanicals
Mango and Hibiscus
Shampoo



Slo Natural Beauty
Rose and Vanilla
Natural Deodorant



Inna Organic
Cedarwood Shampoo



The Sustainable Care Company
Cleanery Tahitian
Lime Foaming Dish Spray



Mustela
Eco-Refill Organic
Cleansing Gel



Babo Botanicals

Mango and Hibiscus Shampoo

DAIRY ALTERNATIVE | FINALISTS



Le Grand

Plant-Based Mac and Cheeze Sauce



Rebel Cheese

Cave Aged Brie



Nuts For Cheese

Lemon Dill Cream Cheese Style Spread



Kern Tec Wunderkern

Circular Apricot Seed Milk



Icelandic Provisions

Mango and Passion Fruit Oatmilk Skyr

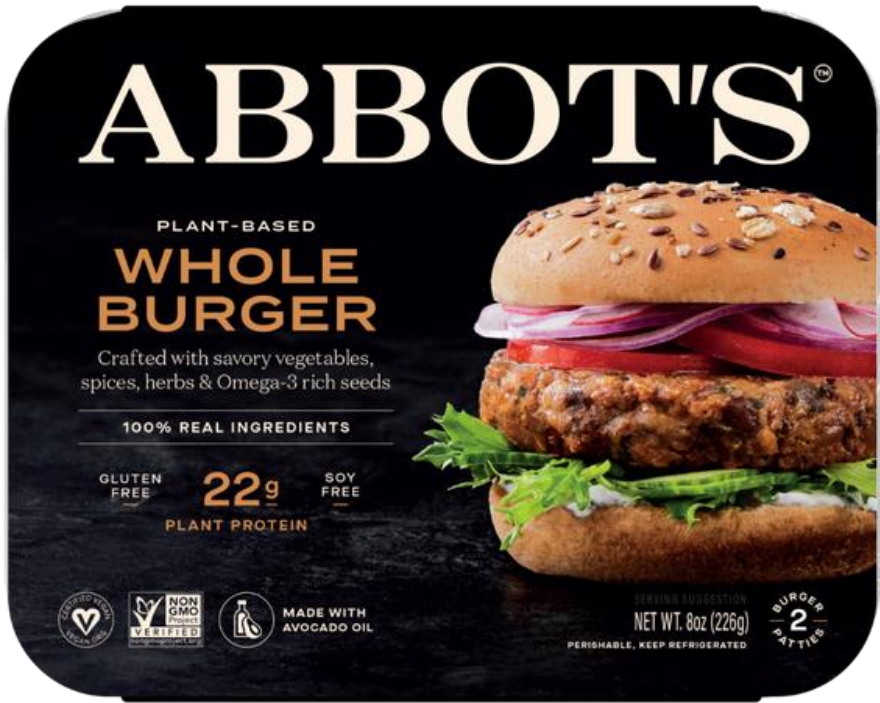
DAIRY ALTERNATIVE | WINNER!



Le Grand

Plant-Based Mac and Cheeze Sauce

MEAT ALTERNATIVE | FINALISTS



Abbot's
Whole Burger



Prime Roots
Classic Koji Pepperoni



Konscious Foods
Plant-Based Smoked Salmon

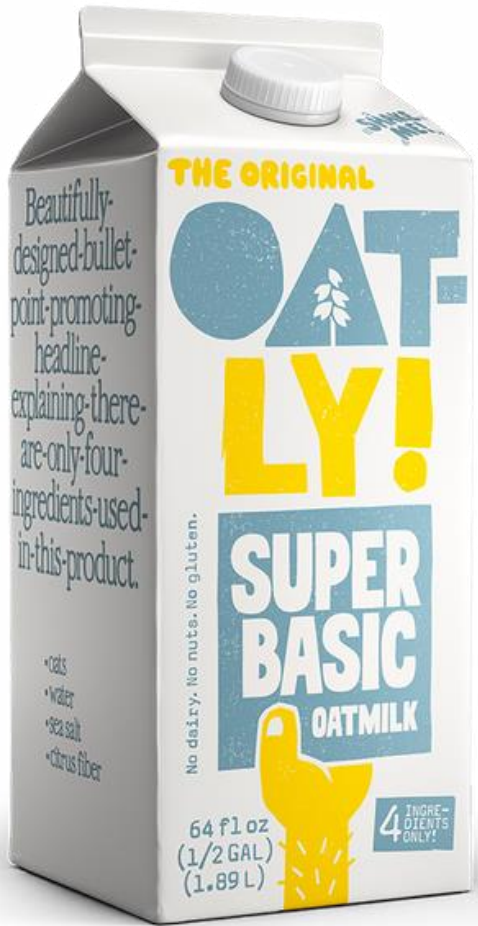
MEAT ALTERNATIVE | WINNER!



Konscious Foods

Plant-Based Smoked Salmon

PLANT PARTY! | FINALISTS



Oatly

Super Basic Oatmilk



Lentiful

Homestyle Chili
Instant Lentils



Big Bold Health

Himalayan Tartary
Buckwheat Sprout Powder



Remedy Organics

Super Ube Glow



Lentiful

Homestyle Chili
Instant Lentils

COFFEE AND TEA | FINALISTS



Explorer Cold Brew
Alchemist Dirty Spiced Chai Concentrate



Numi Organic Tea
Damiana Relax



Minor Figures
Barista Chai Concentrate



Rishi Tea & Botanicals
Greek Mountain Tea



Waku
Peach Prebiotic Herbal Tea



Minor Figures
Barista Chai Concentrate

SUPPLEMENT FOR THE BODY | FINALISTS



Calocurb

Amarasate Natural Hops Extract



8 Greens

Super Greens Powder



Redd Remedies

MenoWise



Gaia Herbs

Infinity Glow



Better Being Co.

Zhou Nutrition Creatine Gummies

SUPPLEMENT FOR THE BODY | WINNER!



Redd Remedies
MenoWise



FUNCTIONAL FOOD OR BEVERAGE | FINALISTS



NextFoods
GoodBelly Mango Pineapple
Prebiotic Sparkling Water



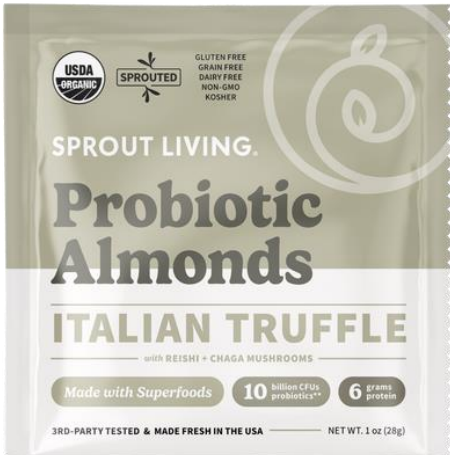
The Coconut Cult
Pina Colada Probiotic
Coconut Yogurt



Tulua
Gut Health Fermented
Kimchi Probiotic Shot



One Bite
Pistachio Protein Bar



Sprout Living
Italian Truffle Probiotic Almonds



Wise Bar
Lemon Ginger



The Coconut Cult

Pina Colada Probiotic
Coconut Yogurt

VEGAN PRODUCT | FINALISTS



MyForest Foods
MyBacon



Just Date
Organic Date Sweetened
Milk Chocolate Chips



Fabalish
Classic Mayo



Konscious Foods
Plant-Based Superfood
Chick'n Wrap



Sunday Night Foods
Vegan Chocolate Sauce



Wild West
Grizzly Oatmilk Chocolate

VEGAN PRODUCT | WINNER!



MyForest Foods MyBacon

DIPS AND SPREADS | FINALISTS



Anne's Toum

Original Mediterranean
Garlic Dip and Spread



Good Foods Group

Dill Pickle Chip Dip



Yaza Foods

Yaza Za'atar and
Olive Oil Labneh



Millsie Fine Foods

Dill Pickle Truffle
Creamy Cashew Dip



Anne's Toum

Original Mediterranean
Garlic Dip and Spread

SPECIAL DIET FOOD | FINALISTS



Green Girl Bakeshop
Chocolate Covered Cookie Dough
Gelato



Abe's Vegan Muffins
Vanilla Mini Cupcakes



Macalat
Sweet Dark Chocolate

SPECIAL DIET FOOD | WINNER!



Macalat
Sweet Dark Chocolate



The Unscented Company
Toilet Bowl Cleaner



ECOS
Ultra Concentrated Laundry
Detergent



Canary
Concentrated Hand
Soap Refill Bar

NATURAL LIVING PRODUCT | WINNER!



ECOS

Ultra Concentrated
Laundry Detergent

Natural
Products
EXPO WEST®

SWEET SNACKS AND DESSERTS | FINALISTS



Better Sour
Guava Calamansi Ume
Sour Gummy Candy



Chiwis
Dark Chocolate Drizzled
Orange Chips



Raaka Chocolate
Matcha Waffle Cone



TCHO Chocolate
Dirty Chai



Oobli
Milk Chocolate Cocoa Dreams



Chocxo Chocolatier
Dark Chocolate Lemon
Crème Cups



Raaka Chocolate
Matcha Waffle Cone

SUPPLEMENT FOR THE MIND | FINALISTS



Natural Stacks
Focus Bites



EXCITE MY
Calm and Focus Journey
Wellness Gummies



LifeSeasons
Anxie-T Plus

SUPPLEMENT FOR THE MIND | WINNER!



EXCITE MY

Calm and Focus Journey
Wellness Gummies


**Natural
Products**
EXPO WEST®

SUSTAINABLE SUPPLEMENT | FINALISTS



Youtheory
Ocean-Friendly Omega



Malama Mushrooms
Lion's Mane Dual-Extract
Tincture



True Grace
Prenatal Vitamins

SUSTAINABLE SUPPLEMENT | WINNER!



Youtheory Ocean-Friendly Omega


**Natural
Products**
EXPO WEST®

ADULT NON-ALCOHOLIC BEVERAGE | FINALISTS



Parch Spirits
Prickly Paloma Agave Cocktail



Ghia
Berry Non-Alcoholic Aperitif



Free AF
G & T



Gruvi
Sangria



Sayso
Skinny Spicy Margarita
Cocktail Tea Bags

ADULT NON-ALCOHOLIC BEVERAGE | WINNER!



Ghia

Berry Non-Alcoholic Aperitif

Natural
Products
EXPO WEST®

BREADS AND BAKERY | FINALISTS



Arya International
Golden Curry Roti



EQUII
Protein and Fiber Bread



Crepini
Pancheesi Banana
Protein Pancakes



Arya International
Golden Curry Roti

NATURAL KID'S PRODUCT | FINALISTS



Beekeeper's Naturals
Kid's Propolis Throat Soothing Lollipops



Umami Industries
Unicorn Lentil and Quinoa Tots



Once Upon a Farm
Strawberry Refrigerated Oat Bar



Serenity Kids
Coconut Curry with Free Range Chicken



Oilogic
Skin Aid Oatmeal and Epsom Salt Bottom Soak



Kabrita
Infant Formula



Beekeeper's Naturals Kid's Propolis Throat Soothing Lollipops

GLUTEN-FREE PRODUCT | FINALISTS



Cappello's
Buttermilk Biscuits



Sweet Loren's
Cinnamon Sugar
Breakfast Biscuits



Rummo Pasta USA
Gluten Free Rigatoni, No. 50



Wholly
Wholesome
Gluten Free
Skillet Cookie



Rudi's Rocky Mountain Bakery
Gluten Free Breakfast
Sandwich with Sausage



Cappello's
Buttermilk Biscuits

PREPARED FROZEN PRODUCT | FINALISTS



Ocean's Halo
Organic Kimbap Veggie Roll



Katie's Pizza and Pasta
Wood Fired Black Garlic Burrata Pizza



Actual Veggies
Classic Potato Super Fries



Deep Indian Kitchen
Spinach Paneer Kati Street Wrap



Alessi
Vegan Avocado Burger



Ocean's Halo
Organic Kimbap Veggie Roll

PERSONAL CARE PRODUCT | FINALISTS



Sparkle Innovations
Plant-Based Pads



Acure
RevitaBond Leave In
Perfecting Spray



Medicine Mama
Lips Stick VMagic On-the-go
Vulvar Hydration



Revol Cares
Essential Sleep Short



Pacha Soap Co
Coconut and Rice Milk Bar Soap

PERSONAL CARE PRODUCT | WINNER!



Medicine Mama
Lips Stick VMagic On-the-go
Vulvar Hydration



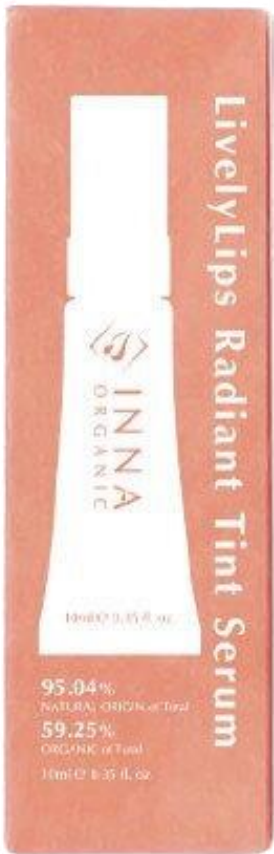
BEAUTY AND SKINCARE | FINALISTS



W.S. Badger Company
SPF 30 Face Mineral
Sunscreen



Slo Natural Beauty
Cherry and Blush
Lip and Cheek Tinted Balm



Inna Organic
Rose Geranium LivelyLips
Radiant Tint Serum



Sky Organics
Organic Ultra Moisture
Coconut Oil Stick



Slo Natural Beauty

Cherry and Blush
Lip and Cheek Tinted Balm

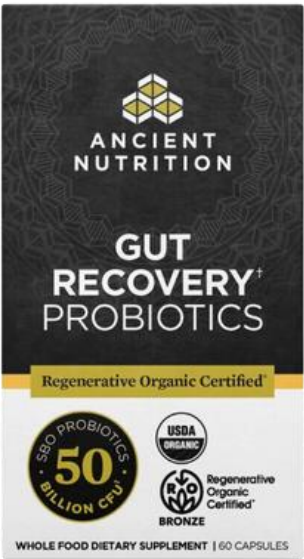
CERTIFIED REGENERATIVE | FINALISTS



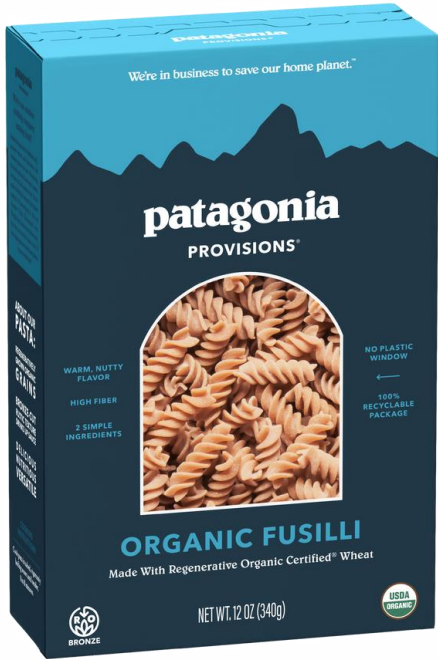
Alec's Ice Cream
Palm Springs Banana
Chocolate Date Shake



Recoup
Sparkling Lemon Lime Ginger



Ancient Nutrition
ROC Gut Recovery and Probiotic



Patagonia Provisions
Organic Fusilli



SIMPLi
Gigante Beans

CERTIFIED REGENERATIVE | WINNER!



Alec's Ice Cream

Palm Springs Banana Chocolate Date Shake

CERTIFIED ORGANIC | FINALISTS



Artisan Tropic
Tomato Herb Organic
Grain-Free Crackers



Big Picture Foods
Fermented Banana Peppers



GREEN Organic Hydration
Coconut Pineapple



Zeal Creamery
Mature Sharp Cheddar Cheese



Straus Family Creamery
Organic Lowfat Blueberry Kefir



Avafina Organics
Plant Based Chiaviar

CERTIFIED ORGANIC | WINNER!



Artisan Tropic
Tomato Herb Organic
Grain-Free Crackers



SAVORY OR SALTY SNACK | FINALISTS



BRUTAL
Velvet Cheddar
Lupini Bean Puffs



Daily Crunch
Dill Pickle Sprouted
Almonds and Pepitas



KIBO Foods
Mediterranean Herb
Chickpea Chips



Cheddies
Classic Cheddar Cheesy Crackers



ZENB
Rosemary n' Chia
Cracker Crisps



Nemi Snacks
Pickled Jalapeño
Cactus Sticks

SAVORY OR SALTY SNACK | WINNER!



Nemi Snacks

Pickled Jalapeño
Cactus Sticks



Patagonia Provisions
Patagonia x Topa Brewing
Co. Kernza Lager



G's Dry Hard Ginger Beer
Original Ginger, Lemon and Orange



Patagonia Provisions
Patagonia x Topa Brewing
Co. Kernza Lager

BEVERAGE | FINALISTS



Walker Brothers

Masala Chai Kombucha



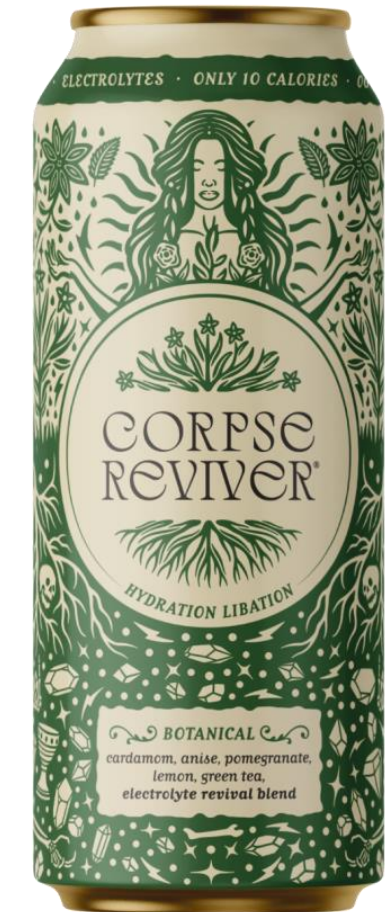
MOSS

Pomegranate Sea
Moss Beverage



Life Cider

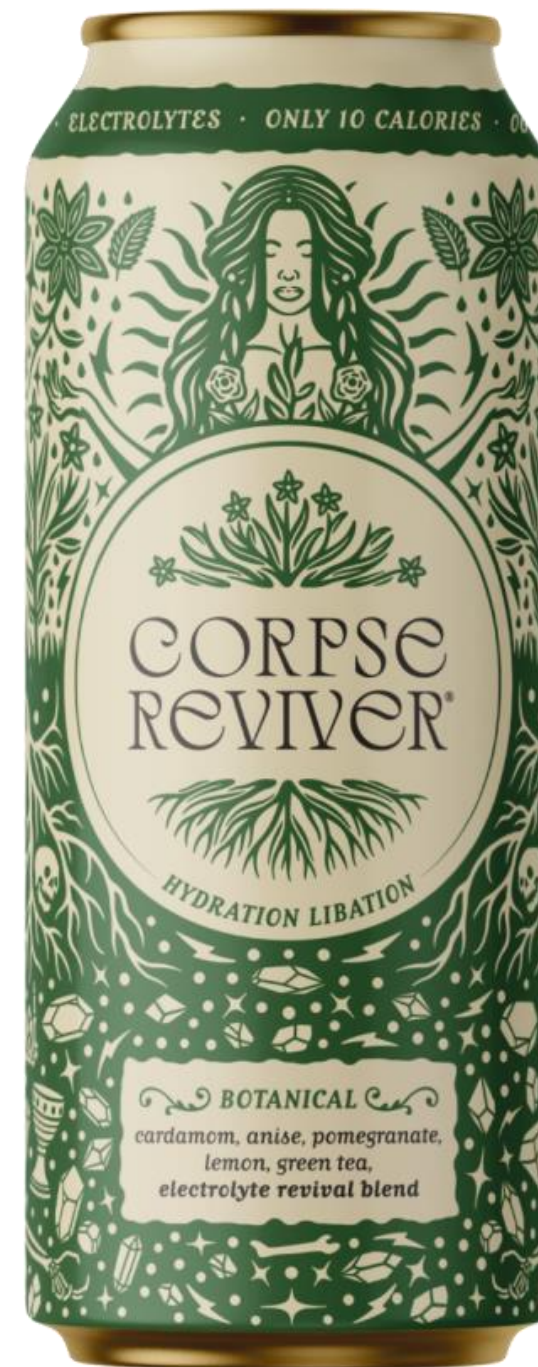
Pineapple Coconut
Sparkling Apple Cider
Vinegar Beverage



Corpse Reviver

Botanical Corpse
Reviver

BEVERAGE | WINNER!



Corpse Reviver

Botanical Corpse Reviver

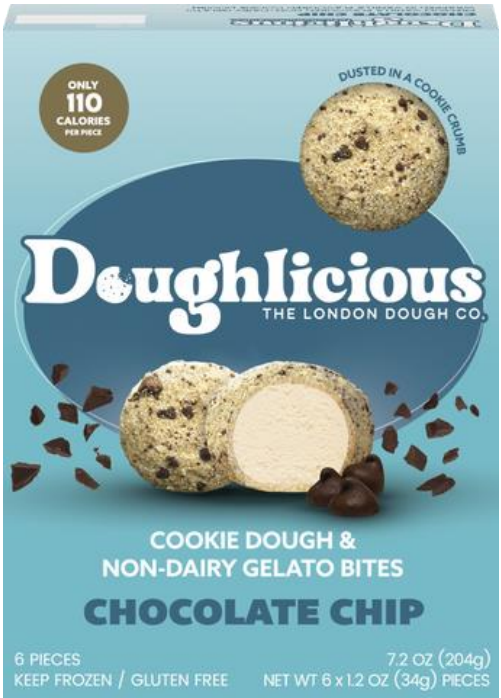
FROZEN DESSERT | FINALISTS



GoodPop
Neapolitan Pops



Alec's Ice Cream
Nutty Butter Brittle



Doughlicious The London Dough Co.
Chocolate Chip Cookie
Dough and Gelato Bites



2foods
Gâteau Chocolate

FROZEN DESSERT | WINNER!



GoodPop
Neapolitan Pops

SPICES AND CONDIMENTS | FINALISTS



Bee Harmony Honey
Turmeric Infused Honey



SIMPLi
Peruvian Spice Salt Blend



Thrive Market
Organic Basil Paste



Paro
Tarka



Starwest Botanicals
ROC Red Chili Flakes



Fly By Jing
Chengdu Crunch



Paro
Tarka

PEOPLE-FORWARD PRODUCT | FINALISTS



Seattle Chocolate Company

New Salted Toffee
Crackle Truffle Bar



Heilala

Key Lime Pie
Vanilla Extract



Eat the Change

Just Ice Tea Dragon
Green Tea



Who Gives A Crap

Premium 100%
Recycled Toilet Paper



Who Gives A Crap Premium 100% Recycled Toilet Paper

PANTRY – PASTA GRAINS AND RICE | FINALISTS



Jovial Foods

Bionaturae Sourdough Pasta



Brami

Spaghetti



Great River Organic Milling

Long Grain White Rice



Jovial Foods
Bionaturae Sourdough Pasta



THANK YOU!



**Remember to
vote for the
People's
Choice Award**

Winner will be revealed on Saturday, along
with the Editors' Choice recipients