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For Immediate Release

Store Brands names 2016 Editors' Picks winners
A dozen companies take top product concept honors.

Deerfield, Ill. — *Store Brands* magazine, published by Stagnito Business Information + Edgell Communications, is pleased to announce the winners in its inaugural Editors' Picks awards program. The program, open to private label manufacturers and retailer self-manufacturers, honors the best new product concepts made available for private labeling (or available on the shelf, for retailer-manufacturers).

To be eligible for entry, the concepts must have been introduced between January 2015 and January 2016. A team of editors judged food and beverage entries based on taste/quality and innovation. Non-food products were judged on innovation and functionality.

When all was said and done, product concepts from 12 companies, representing approximately one-quarter of the entries, rose to the top of the judges' score sheets. The 2016 Editors' Picks winners include:

Food/beverage winners:

- Dark chocolate cranberry cherry juice, Lassonde Pappas & Co. Inc.
- Flavored bread bowls, Better For You Foods LLC
- Better Balanced ketchup, Red Gold
- Organic apple and honey almonds, Woodstock Farms
- PURE probiotic gum, Focus Nutrition
- Oaxaca shredded strips (cheese), Nuestro Queso
- Better-for you mini sugar cookies, Homefree LLC
- PurPod100 100 percent compostable single-serve coffee pods, Massimo Zanetti Beverage USA

Non-food winners:

- Ty-D-Bol Natural plant-based bathroom cleaning products, Willert Home Products
- Never Miss A Spot SPF 15 sunscreen with spray wand, Phd Skin Care LLC
- DayClear/NiteClear gluten-free, alcohol-free, dye-free, sugar-free, acetaminophen-free, artificial flavor free cold, flu and allergy remedies, GM Pharmaceuticals
- Freeze-dried minnow treats for dogs and cats, Carnivore Meat Company

"The winning concepts are both on-trend and highly innovative," said Kathie Canning, editorial director, *Store Brands*. "All of them aim to help retailers lead, not follow, with their own brands in various categories."

Editors' Picks honorees will be profiled in the April 2016 issue of *Store Brands*.

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