



## **Product of the Year: Probiotic**

*Entries for The NutraIngredient-USA Awards, Product of the Year categories are required to have the finished product commercially available in the United States.*

### **Entry Details**

Finished Product Name\*

Producing Company\*

Website for ingredient\* - 2 URL links - only one is mandatory

### **Contact Details**

First Name\*

Last Name\*

Email\*

Phone\*

**Does your entry relate to a finished consumer product? This is defined as a branded or private label 'end product'. The nutritional solution must be sold to consumers, either directly by you or through retail channels.\***

*Yes or No*

**Is your product commercially available in the United States? \***

*Yes or No*

**What other regions is your product available in?**

*Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, Europe, South America*

**How long has your product been on the market in the United States? \***

*Please use the length of time for the country or region with the longest market availability.*

*Years and Months – numerical answer only*

**What does your finished product do? \***

*Text – maximum 100-words*

**What is the target market of your product? \***

*Text – maximum 100-words*

**How does your finished product meet a consumer demand, and how relevant is the probiotic ingredient in meeting this demand? \***

*Text – maximum 100-words*

**How does your chosen format and any delivery system used in the nutritional solution meet consumer demands? \***

*Text – maximum 100-words*



**Give details of brand recognition and the commercial success of your product, including any evidence of retail and consumer interest or listings of your product. \***

*Text – maximum 100-words*

**Please demonstrate packaging ease of use and design, including appeal, ease of use and novelty. \***

*Text – maximum 100-words*

**Are your claims backed by peer reviewed primary research and/or clinical trials in humans? \***

*Yes or No*

**Please provide a short overview of the main evidence that the product works for its specified use, where possible this will be product specific research, however research citing the main active ingredients solely will also be considered. \***

You may also supply up to three documents of peer reviewed primary research.

*Text – maximum 300-words*

**Peer reviewed primary research upload 1**

*Upload a document*

**Peer reviewed primary research upload 2**

*Upload a document*

**Peer reviewed primary research upload 3**

*Upload a document*

**Is there any evidence to suggest your finished product format has an impact on the bioavailability of the probiotic ingredient? This can be either a positive or negative impact on bioavailability. \***

*Yes or No*

**If yes, please give details of any positive or negative impact that the format or delivery system used in your product has on bioavailability. \***

*Text – maximum 300-words*

**What gives your finished product the 'X factor' – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). \***

*Text – maximum 300-words*

**Why should you win this award? In no more than 300 words, provide a succinct overview of what makes your finished product the best. \***

*Text – maximum 300-words*

**I confirm I will be sending 4 samples of a finished product. \***

*Yes or No*