



Ingredient of the Year: Cognitive Function

Entries for The NutraIngredient-USA Awards, Ingredient of the Year categories are required to have the ingredient in a finished product that is commercially available in the United States.

Entry Details

Ingredient 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 an ingredient? This is defined as either a single nutrient or blend of nutrients that is sold B2B and used in the formulation of other finished products like supplements and functional foods. *

Yes or No

Is your ingredient commercially available in the United States? *

Yes or No

What other regions is your ingredient available in?

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

How long has your ingredient 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 ingredient do? *

Text – maximum 100-words

What is the target market of your ingredient? *

Text – maximum 100-words

How does your ingredient meet a genuine consumer demand? *

Text – maximum 100-words

How does your ingredient provide a unique nutritional solution to this consumer need or problem?

*Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. **

Text – maximum 100-words

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

Yes or No

**denotes a mandatory question*



If yes – please provide a short overview of the main evidence. *

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

Please provide examples of applications and delivery systems for use in final products. *

Where possible provide examples of commercial availability in finished products.

Text – maximum 400-words

Give detail of commercial success and engagement from your core target market(s). *

Where possible give numbers and examples of sales and applications that are available in the market.

Text – maximum 300-words

What gives your ingredient 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 ingredient the best. *

Text – maximum 300-words

I confirm I will be sending 4 samples of a finished product containing the ingredient. *

Yes or No