

Better Homes and Gardens Presents the 2010 BEST NEW PRODUCT AWARDS Powered by BrandSpark International

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National Program Announces Call for Entries - Results Will Reveal Top Picks and Key Insights into the Minds of American Grocery Shoppers

NEW YORK, May 12 /PRNewswire/ -- **Better Homes and Gardens** today announced that it will again join forces with leading market research firm **BrandSpark International** to launch the 2010 Best New Product Awards and the American Grocery Shopper Study. Through an independent study of 50,000 American grocery shoppers, the awards will be given in the food, personal care and household categories.

Now in its second year in the U.S. and seventh year in Canada, the Best New Product Awards and the companion American Grocery Shopper Study provide manufacturers, marketers and consumers a barometer of what products, trends and innovations are most important to shoppers today.

Better Homes and Gardens will share the results with its more than 39 million readers in the magazine and online at www.bhg.com.

The Best New Product Awards is the only consumer awards program that ensures representation from the country's top brands and products, making it truly a vote of America's best. The American Grocery Shopper Study surveys more than 50,000 U.S. shoppers to reveal key findings in the areas of current and future spending habits, brand preferences and attitudes.

In 2009, the Best New Product Awards represented more than 75 products from approximately 40 manufacturers including Procter & Gamble, L'Oreal, Unilever, Clorox, Hershey's, Coca Cola, Arm & Hammer, Ocean Spray and many more.

"We've gone even further this year to ensure a high level of participation from manufacturers both big and small," says **Robert Levy, President of BrandSpark International**. "The program offers the unique benefits of a large independent consumer study and the leadership of one of America's most trusted brands - *Better Homes and Gardens* - an unbeatable combination for consumers and marketers."

"We are thrilled that Olay was recognized by the Best New Product Awards," says **Jay Sethi, Olay Assistant Brand Manager, Procter & Gamble**. "We believe that the rigor and depth of the Best New Product Awards study, along with the *Better Homes and Gardens* program endorsement, will resonate with women across the U.S."

Supermarket News, the leading trade publication for the U.S. food retail sector, is the official retail trade media partner.

2010 Entry Details:

Any product launched after May 1, 2008 is eligible for the 2010 Best New Product Awards. Registration closes August 31st. For more information and details on how to register visit www.BestNewProductAwards.biz. To see past winners visit www.BestNewProductAwards.com

SOURCE: Better Homes and Gardens

Web site: <http://www.bhg.com/>
<http://www.BestNewProductAwards.com/>

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