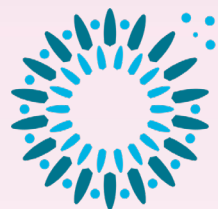


Streamlining Success: Discover New Hope Network's Suite of Services & Partner Network



New Hope
NETWORK™

Gwen Easton
Growth Manager
New Hope Network



Agenda

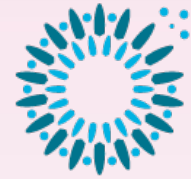


- *Quality Assurance with Expo Standards*
- *U.S. Regulatory Compliance – MarketReady Insights*
- *Year-round Visibility with Beacon Discovery*
- *Product Sustainability & Impact Metrics from HowGood*
- *Accelerated Retailer Visibility with SPINS*
- *Distribution through Beacon Marketplace – Specialty Food Partners*



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Quality Assurance with Expo Standards



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| Standards

Michelle Zerbib
Director, Standards
New Hope Network

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Quality Assurance with Expo Standards

Value	Implementation	Stats
Quality of the event and of the exhibitors (best of the best)	Proactive – all new pay \$95 application fee	38-40% new applications get approved as submitted
Even playing field	Retroactive – onsite reviews of exhibits	Eventually, 87-90% of all new applications do get approved
Educates/Assists brands, new and legacy, towards full compliance (screen & refer to MRI)	Beacon Discovery – change/add new products, these get reviewed before published	Onsite, find 10-15% non-compliance which we aim to resolve w/exhibitors before their next event
		Verify 2000+ certifications each year (organic, gluten free and/or non-GMO)

U.S. Regulatory Compliance with MarketReady Insights

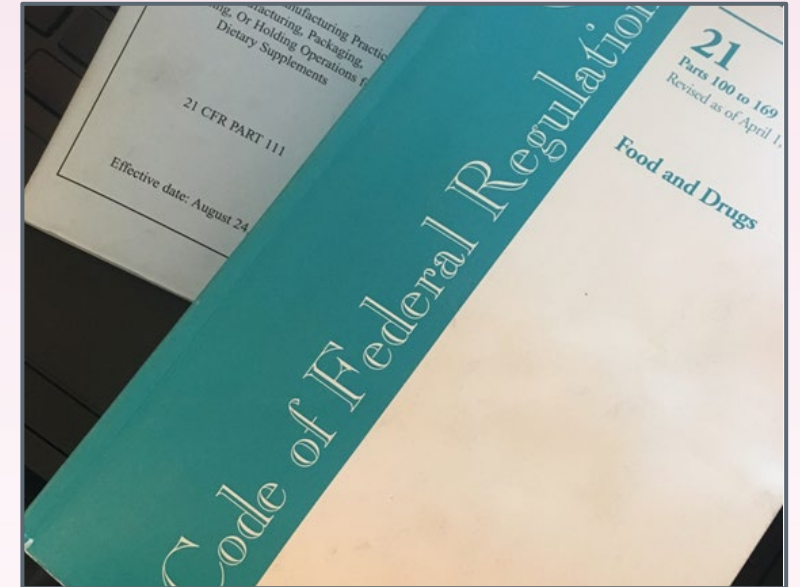


Larisa Pavlick

Regulatory Program Manager
Informa Markets – Health &
Nutrition

Continuing the Show Momentum!

- **Expand on the New Hope Network Standards**
- **Provide support for U.S. regulatory compliance**
 - **FDA, FTC, USDA**
- **Based on Laws, Regulations, and Guidance.**



Regulatory Support and Consulting Services

Our Mission

Empower Health and Nutrition businesses with accessible, ethical, and practical regulatory guidance.

Who We Serve

- **Start-ups**
- **Entrepreneurs**
- **Raw Material producers and Suppliers**
- **Established CPG (consumer packaged goods) brands**



Regulatory Support and Consulting Services

Our Approach

- Collaborative
- Help lead by integrity and responsibility
- Clear, actionable solutions
- Based on regulations, best practices, and current trends to avoid hot spots
- Ultimately, corrections are your educated choice

Our Goal

Support success and innovation in the health and nutrition industry



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What We Offer

- U.S. Regulatory Label Review
 - ...and coaching to a thoughtful outcome
- Nutrition/ Supplement Facts Panel Creation
- Claims Management
 - ✓ Labels
 - ✓ Marketing
 - ✓ Website Review
- Consulting
 - ✓ Good Manufacturing Practice Assessment
 - ✓ FDA preparation or corrections post-inspection
 - ✓ Ingredient Usage, Quality considerations, and more.
- Food Facility Registration

New Label / What's Different?

Servings:
larger,
bolder type

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories **230**

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg **10%**

Calcium 260mg **20%**

Iron 8mg **45%**

Potassium 240mg **6%**

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving sizes
updated

Calories:
larger type

Daily Values
Updated

New:
added sugars

Change
in some
nutrients
required

Actual
amounts
declared

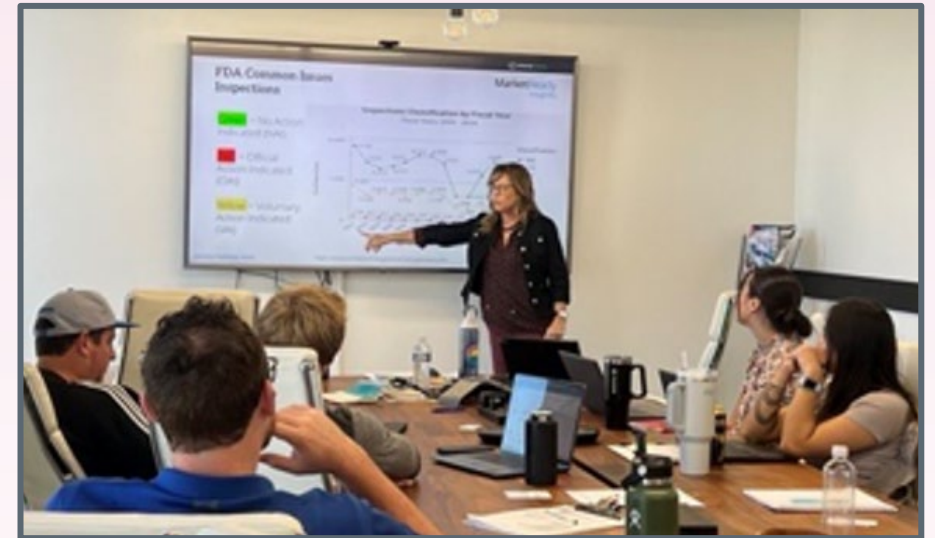
New
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What We Offer

Training

On-site at your location or virtual

1. Mastering U.S. Label Regulations: Label training for food and supplement
2. Good Manufacturing Practice for dietary supplements
3. Certification courses
 - Foreign Supplier Verification Programs (FSVP)
 - Preventive Controls for Human Foods (coming in 2026)



What We Offer



What This Means For Retailers and Their Customers

- Products with the MarketReady Verified banner allow retailers to be confident that labeling has been reviewed and revised for FDA labeling compliance.
- MarketReady Verified accelerates in-house product verification by ensuring that emerging brands are compliant with federal labeling requirements. This means that new and unique products can be on your shelves even faster.
- MarketReady Verified will be a filterable option on Beacon Discovery and will ease buyers' search for new and innovative products within the marketplace.

What This Means For Natural Products Brands

- A MarketReady Verified banner helps brands build trust in the marketplace, differentiate themselves from competitors, and accelerate their path onto retail shelves.
- Brands that have submitted a product for review by MarketReady may pay for an upgrade to MarketReady Verified. After the review, they will need to resubmit the product to make sure the recommended changes have been made before being awarded the verified banner.



Let us help you with your
regulatory journey!

Expo Booth: North Hall, Level 200 Lobby

Year-Round Visibility with Beacon Discovery

Co-located with

Fresh Ideas
**ORGANIC
MARKETPLACE**

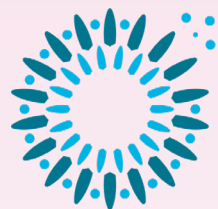
Product Discovery Powered by

Beacon
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Allison Buehl

**Audience Engagement
Manager
New Hope Network**

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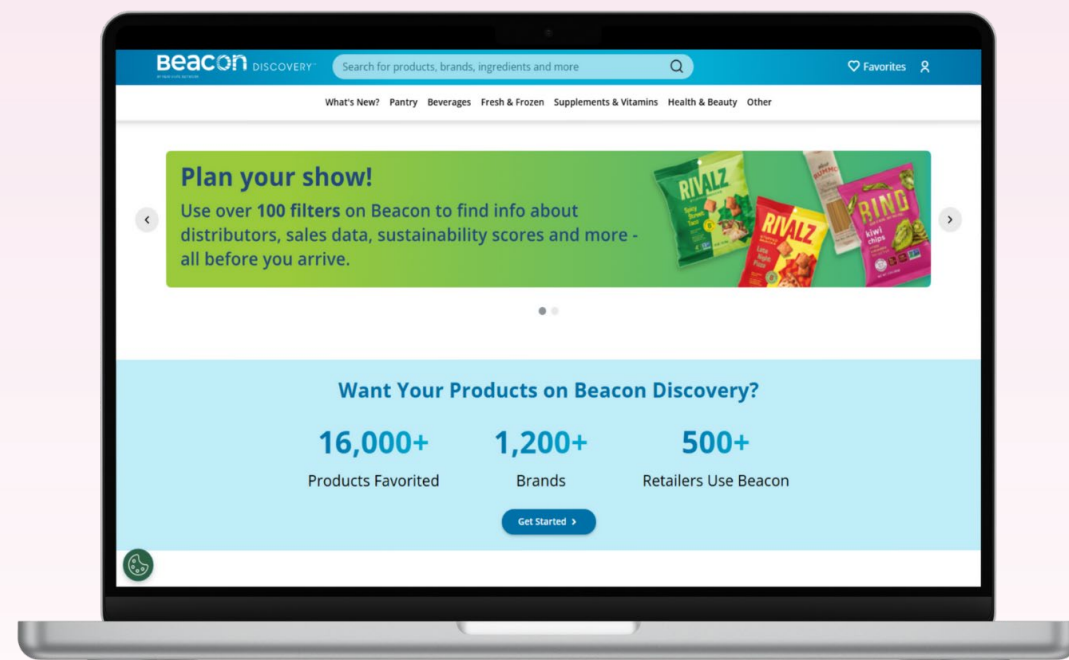
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Beacon DISCOVERY™

BY NEW HOPE NETWORK

The anytime-anywhere discovery and engagement platform for natural products brands and retailers—essential for maximizing connections and visibility at Natural Products Expo and beyond.



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Beacon DISCOVERY™

BY NEW HOPE NETWORK

400+

Retailers Use
Beacon

22,000+

Products On
Beacon

2000+

Brands On
Beacon

Beacon Discovery: North Hall, Level 200
Lobby

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Product Sustainability & Impact Metrics From How Good



HowGood

Cate Battey

Director of Growth & Innovation,
CPG

HowGood

How Good is the World's Largest Sustainability Intelligence Platform *Specifically* for Food Products & Ingredients

Best in class data brings best in class customers



18

years mapping global supply systems

600+

data sources
vetted & incorporated

90k

emissions factors for food ingredients

3.98m

food products assessed

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Holistic Methodology



Greenhouse Gas Emissions

Aligned with GHG Protocol;
IPCC GWP100a 2013

Biodiversity

Aligned with Biodiversity
International; HowGood
Standard 2020

Processing

Aligned with GHG Protocol;
IPCC GWP100a 2013

Blue Water Usage

Aligned with Global
Water Footprint Standard
2011

Labor Risk

Aligned with UNGP Human
Rights Risk Reporting
Framework (SHIFT) 2015

Land Occupation

Aligned with RECiPe 2016

Soil Health

Aligned with Stock
Difference Method for soil
carbon pools

Animal Welfare

Aligned with Global Animal
Partnership (GAP)
Standard 2020

What Sets Us Apart: Unparalleled Granularity

Traditional Carbon Accounting



Sugar
0.34 kg CO₂e/kg

BASED ON BROAD
GLOBAL AVERAGES

HowGood's Platform



Cane sugar
Costa Rica
0.18 kg CO₂e/kg

BASED ON HOWGOOD
INGREDIENT DATABASE,
NO SUPPLIER DATA NEEDED



Cane sugar
Dominica Republic
Organic
0.13 kg CO₂e/kg

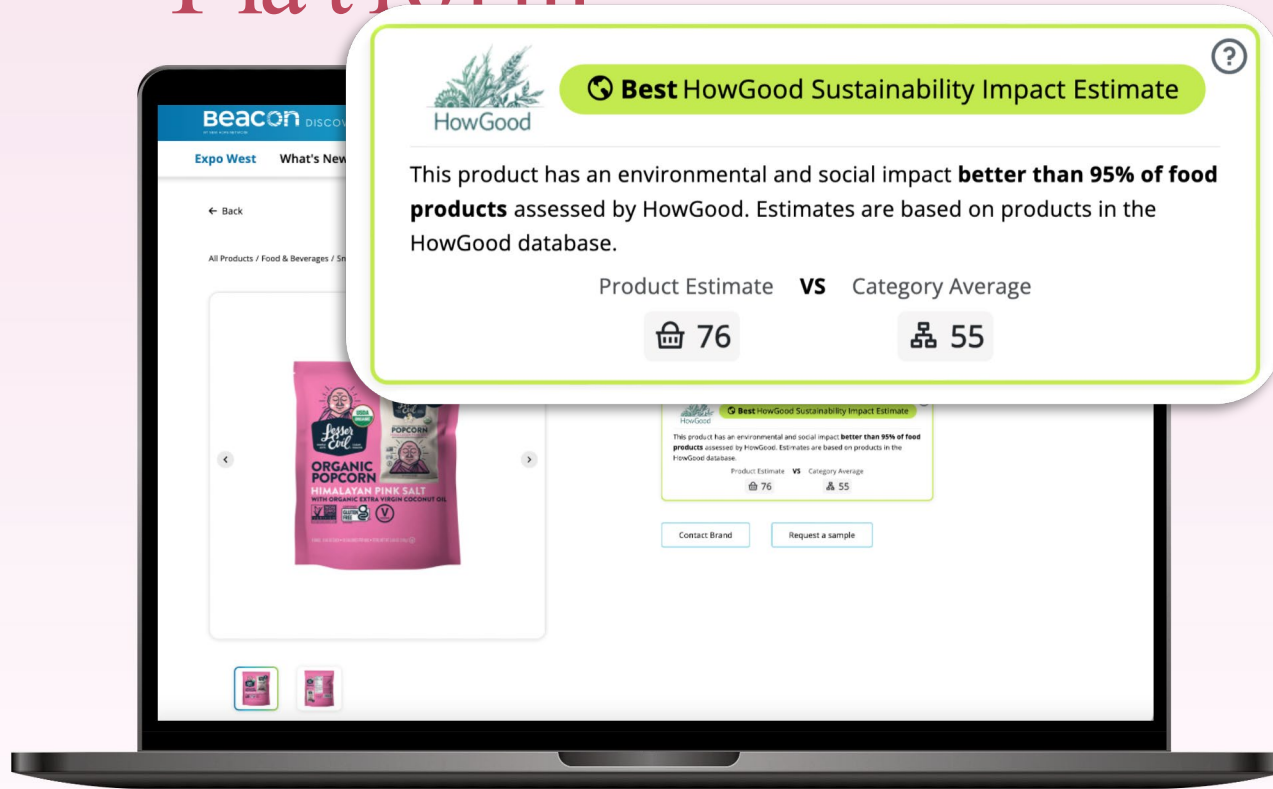
INCLUDES BRAND'S
PRODUCT &
SOURCING INFO



Cane sugar
Dominica Republic
Organic
No irrigation
0.11 kg CO₂e/kg

INCLUDES
AGRICULTURAL
PRACTICE DATA

Leverage How Good's Data to Differentiate & Celebrate Your Brand on New Hope's Platform



No Synthetic Inputs



Climate Friendly



Fair Labor



Minimally Processed



Clean Label



> 95% of
How Good
network



> 85% of
How Good
network



> 75% of
How Good
network

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CPG Gains Shelf Space with How Good's Sustainability Scorecard

Challenge:

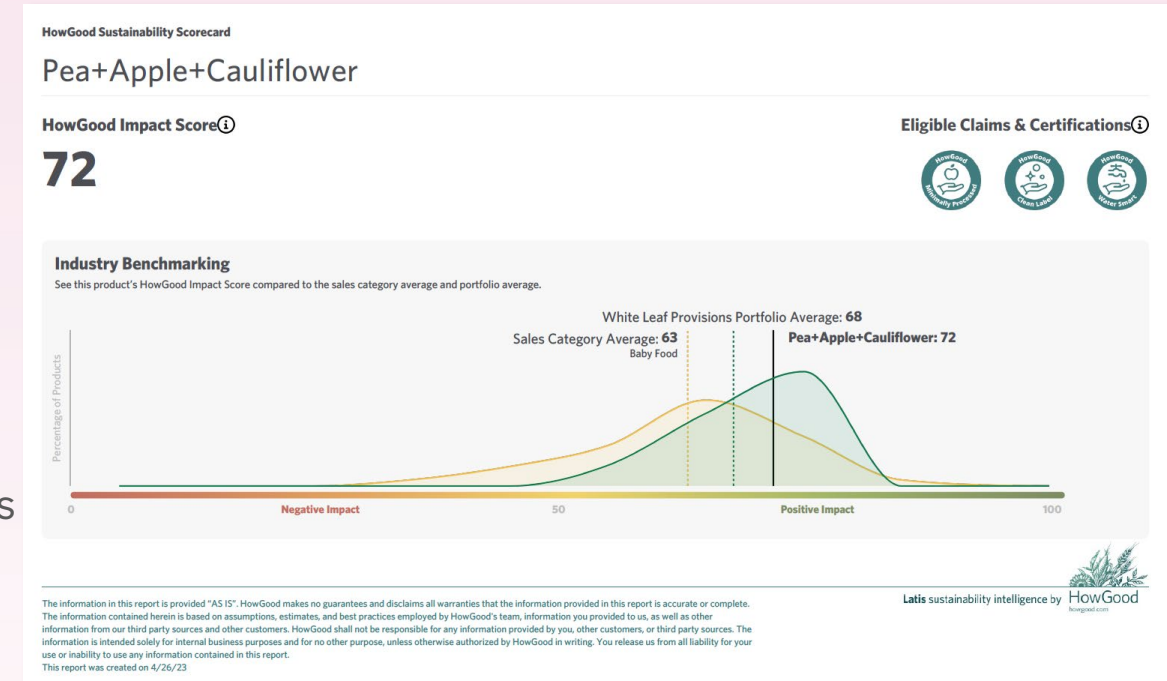
Supporting their brand story with tangible insights White Leaf Provisions didn't have a way to quantify and clearly communicate the environmental footprint of their finished products that are sourced regeneratively.

Solution:

How Good Sustainability Scorecard
White Leaf Provisions used HowGood's platform & Sustainability Scorecard to show how each product performs within its own portfolio and against the sales category average.

Result:

Increased shelf space at national grocery chain
Using HowGood's data-backed visual tool effectively showcased the positive impact of their products and enabled the retailer to see how their products are differentiated relative to alternatives in the market, resulting in more shelf space.



Accelerated Retailer Visibility with SPINS

Co-located with

Fresh Ideas
**ORGANIC
MARKETPLACE**

Product Discovery Powered by

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Jessie Wright
Vice President, Product
Intelligence
SPINS

Connecting Shopper Values to Product Innovation



SPINS helps shoppers find products that match their preferences by helping:

- *Retailers get the right assortment on their shelves*
- *Brands innovate and their story*
- *Ecosystem partners better serve their customers*



Product Digitization Goes Beyond the Label to Make Retail Discovery Easy



Get Digitized



Get Data

Beacon
DISCOVERY™ BY NEW HOPE
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Get Discovered

Consumer Preferences are Driving Change

New products are constantly coming to market, brands need partners to understand which attributes align with innovation



Compared to Other Households, Values-Oriented Shoppers...

Buy groceries 1.2x more frequently

88%

Purchase groceries at least once per week

Are 2.5x more adventurous

65%

Are extremely or very adventurous when trying new products

Are 1.2x more likely to pay premiums

85%

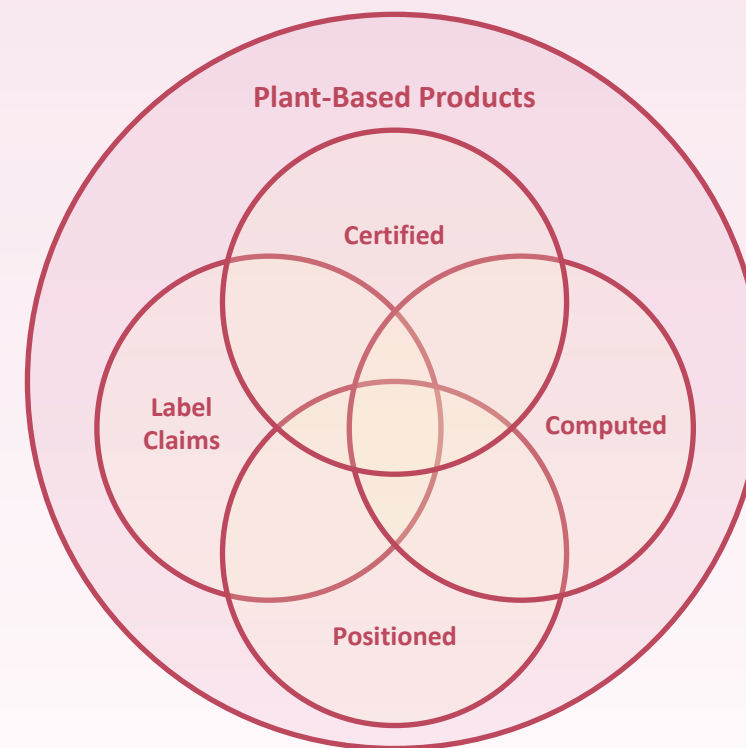
Will pay more for products with health or wellness attributes

Dimensionality Makes a Difference

Dimensionality applies multiple levels of a single attribute based on certifications, claims, computations, and positioning

Why dimensionality matters:

- Visibility into beyond-the-label attributes for a more complete understanding of assortment
- Creates greater alignment between products and preferences
- Provides granularity necessary for advanced use cases, e.g., segmentation, targeting, AI models, etc.
- Gives insight into what drives category performance, e.g., claims vs. certifications



Dimensionality increases the product universe of attributes

Product Intelligence Framework

A combination of proprietary and non-proprietary data that ensures full attribute coverage against any use case

NON-PROPRIETARY



Label Info
(ingredients, nutrition facts, claims, etc.)



Certifications

PROPRIETARY



Positioning



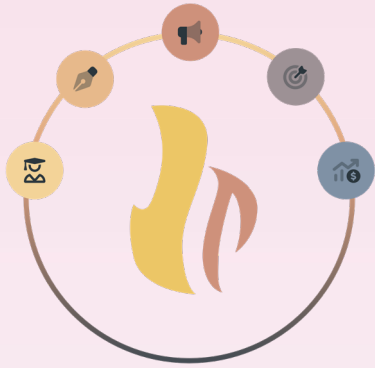
Custom Attribution



Computed Data



Custom Product Scoring



Free Category Insights with SPINS Ignite

SPINS Ignite gives brands valuable category insights to help you launch into brick & mortar retail

- **Narrow down retailers to target for new distribution** based on channel performance in your category
- **Create data-driven pitch decks** with subcategory and product intelligence insights to demonstrate that your products can increase sales
- **Maintain visibility of your category dynamics** to highlight opportunities and mitigate risks before talking to retail buyers



Sign up for free at
www.spins.com/ignite

Distribution through Beacon Marketplace



Tony Lee
CEO
SFP

Break Through Distribution Barriers

- *Beacon Marketplace Removes the Barriers from Traditional Distribution Arrangements*
 - No slotting fees; marketing fees; repurchase agreements; minimum velocities
- *Beacon Marketplace provides national reach without a patchwork of distributors:*
 - Access multiple markets through a single, seamless platform
- *Sell Direct to the Retail Customers of the Largest Distributors*
 - Large distributors want to offer their customers more assortment without the risks
- *Speed to Shelf For Retailers:*

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Beacon Marketplace enables retailers to bring on Expo West 2025 products fast without the administrative hurdles of managing multiple new supplier relationships



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Powerful Marketplace Partnerships

- *Specialty Food Partners (SFP) + Mirakl = Beacon Marketplace*
 - SFP is the leading aggregator of brands sold through distributor marketplaces
 - SFP is directly integrated with Mirakl, the world's largest marketplace technology provider, enabling one step onboarding to all suppliers through Beacon Discovery
- *Major B2B Distributor Access:*
 - UNFI, Sysco, Cencora, Cheney Brothers, US Foods, C&S Wholesale, AWG, SpartanNash, MDI, URM, Davidsons, and more!
- *Premium B2C Marketplace Access:*
 - Kroger, Macy's, Nordstrom, Kohl's, and more!

The Beacon Marketplace Solution

- *Limitless Product Catalog:*
 - No cap on brand lines or items – from long tail to best sellers
- *Familiar Ordering Systems:*
 - Products can be ordered through retailers' scan guns, mobile phones, and computers
- *Direct-to-Retailer Shipping:*
 - Bypass the warehouse while maintaining your distributor relationships
- *Suppliers Paid Through the Distributor in the Normal Course:*
 - Suppliers do not need to worry about the creditworthiness of any retail buyer

1-2-3! Sign Up! Log On! Orders!

- *One-Time Onboarding for Beacon Discovery Members:*
 - Single platform entry grants access to all marketplaces
 - Quick and easy onboarding process
- *Complete Control Over Your Business:*
 - Set your prices, offer promotions, no marketing fees
 - Define minimum orders, accept/reject orders as needed
 - You can determine which marketplaces you join, and which retailers see your products
- *Pre-paid Shipping Labels For All Orders*
 - SFP handles all customer service between you and retailers

Get Started Now With Beacon Marketplace

- *FOR RETAILERS & BUYERS*
 - Find exciting brands and get them on your shelves, now, with low order minimums
 - Get your buyer handout after the presentation for exclusive onboarding assistance
 - *FOR EXHIBITORS AND SUPPLIERS:*
 - One simple signup unlocks access to all major distribution channels
 - Pick up your exhibitor handout for concierge Beacon Marketplace onboarding
 - *FOR DISTRIBUTORS*
 - Sell Expo West exhibitor brands to your customers without inventory risk
- Grab your distributor handout and book time with our team to learn more



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