

"This is game changing for buyers... We're always looking for new items for our team, and this will be a great tool in order to find new product."

- National Retailer

New Hope Network, the people behind Natural Products Expo, has launched a new buyer-brand discovery platform. Beacon Discovery was created as a way to help buyers navigate the many booths at Expo. Before the show, they can identify which products they want to see on the show floor and navigate quickly and easily to find brands. And now it's available for them to search for your products 365 days a year.

## BE SEEN



### True Sustainability: Evidence-Based, Verified Claims

Get a sustainability impact estimate from HowGood, the world's largest sustainable ingredient database. Retailers are looking for this kind of transparency, which can be a major differentiator for your products.

## BE HEARD



### Aligned Values: Let Your Values Lead the Conversation

Your values inform choices you make; the same is true of buyers. On Beacon they can research your values, mission and more, and reach out to you to connect or even to request a product sample.

## BE FOUND



### Speed to Shelf: Save Time, Save Effort

When buyers search, Beacon matches you with them based on ingredient templates, regulatory compliance, distributor data, and more than 100 other filters aligned with SPINS category architecture.

## BE READY



Retailers will start using Beacon in June 2023. Onboarding your products is easy; get started today at [beacon.newhope.com](https://beacon.newhope.com)