

“The clients and brands that I meet with always ask for a way to gain more recognition for their brands, and I believe this can be a great platform to do so.”
- National Broker

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 brands' products 365 days a year.

BE SEEN



True Sustainability: Evidence-Based, Verified Claims

Brands 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 their products.

BE HEARD



Aligned Values: Let Your Values Lead the Conversation

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

BE FOUND



Speed to Shelf: Save Time, Save Effort

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

BE READY



It's easy for your brands to onboard their products; they can get started today at: beacon.newhope.com