

"We're very happy that there are platforms like Beacon Discovery because as a small brand, it's great for us to be on this platform so retailers can find us."

- Startup Brand

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 retailers like you navigate the many booths at Expo. Before the show, you can identify which products you want to see on the show floor and navigate quickly and easily to find brands. And now it's available for you to search for products 365 days a year.

Brands Will:

BE SEEN



True Sustainability: Evidence-Based, Verified Claims

Brands get a sustainability impact estimate from HowGood, the world's largest sustainable ingredient database. We know you are looking for this kind of transparency, which can be a major differentiator for products.

BE HEARD



Aligned Values: Let Your Values Lead the Conversation

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

BE FOUND



Speed to Shelf: Save Time, Save Effort

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

BE READY



Beacon will launch for retailers summer 2023. Sign up to stay updated at:

beacon.newhope.com