

# Beyond® Purées Voted Product of the Year 2016

Natural Mix-In Chosen through a survey of 40,000 Consumers

NEW YORK, Feb. 12, 2016 /[PRNewswire](#)/ -- Purina® Beyond® announced today that their line of Purées has been awarded the 2016 Product of the Year in the Pet Food category, an award celebrating innovation and consumer confidence. Purées are a natural meal mix-in made with human-grade ingredients plus vitamins or minerals that makes it easy to add extra nutrients to your dog's diet. Simply squeeze any of our Purées onto your dog's dry food and mix it in to help support a healthy immune system, digestive system, or skin and coat.

"We're extremely honored to receive this prestigious award from Product of the Year USA," said Kristen Aldenderfer, Beyond brand manager. "What makes Beyond different from other natural pet products is the expertise and care that goes into each product, and we're thrilled to have received an award from thousands of consumers that recognize our commitment to quality and innovation that goes into our products."

Product of the Year is the world's largest consumer-voted award where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research

"Nearly 50,000 new packaged goods products are introduced each year," said Rich Fryling, Managing Director, Product of the Year USA. "Our research shows that 44% of consumers are more likely to purchase a product recommended by 40,000 shoppers just like them."

Product of the Year accepts entries each year from consumer packaged goods that demonstrate exceptional innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc. with a product then being chosen as a winner in its category through the TNS survey of 40,000 consumers.

For more information about Beyond, visit [beyondpetfood.com](http://beyondpetfood.com) or follow us on [Instagram](#), [Facebook](#) or [Twitter](#). For additional information and high-resolution images of the 2016 Product of the Year winners, visit [productoftheyearusa.com](http://productoftheyearusa.com).

## **About Beyond:**

Beyond is a line of natural dog and cat foods that uses real, recognizable, natural ingredients you know and trust, plus essential nutrients. Beyond knows that what we put in the food is as important as what we leave out, which is why real meat, poultry or fish is the number one ingredient in dry and pate and we leave out corn, wheat, soy, poultry by-product meal and added artificial colors, flavors or preservatives. In addition, Beyond is committed to raising the safety and quality standards for natural pet food, from ingredient sourcing to recipes backed by pet nutritionists. The brand is distributed by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond

between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

**About Product of the Year:**

Product of the Year is the world's largest consumer-voted award for product innovation. Established 29 years ago, POY currently operates in 42 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of over 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year seal in marketing communications for two years. For more information, visit <http://www.productoftheyearusa.com/>.

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