



MY FAVOURITE PRODUCTS FROM SHELFIE AWARDS 2026

**Startup
CPG** 

DISCOVER THEM !



The 2026 Shelfie Awards, organized by Startup CPG, celebrate the most innovative emerging american food & beverage brands shaping the Consumer Packaged Goods (CPG) industry.

For this sixth edition, more than 2,000 products were considered with just 46 winners selected across a wide range of categories.

But the recognition goes far beyond the trophy. **Winning brands receive a powerful boost to accelerate their growth** with access to marketing and advertising credits, high-profile visibility in Times Square, data-driven tools and operational support.



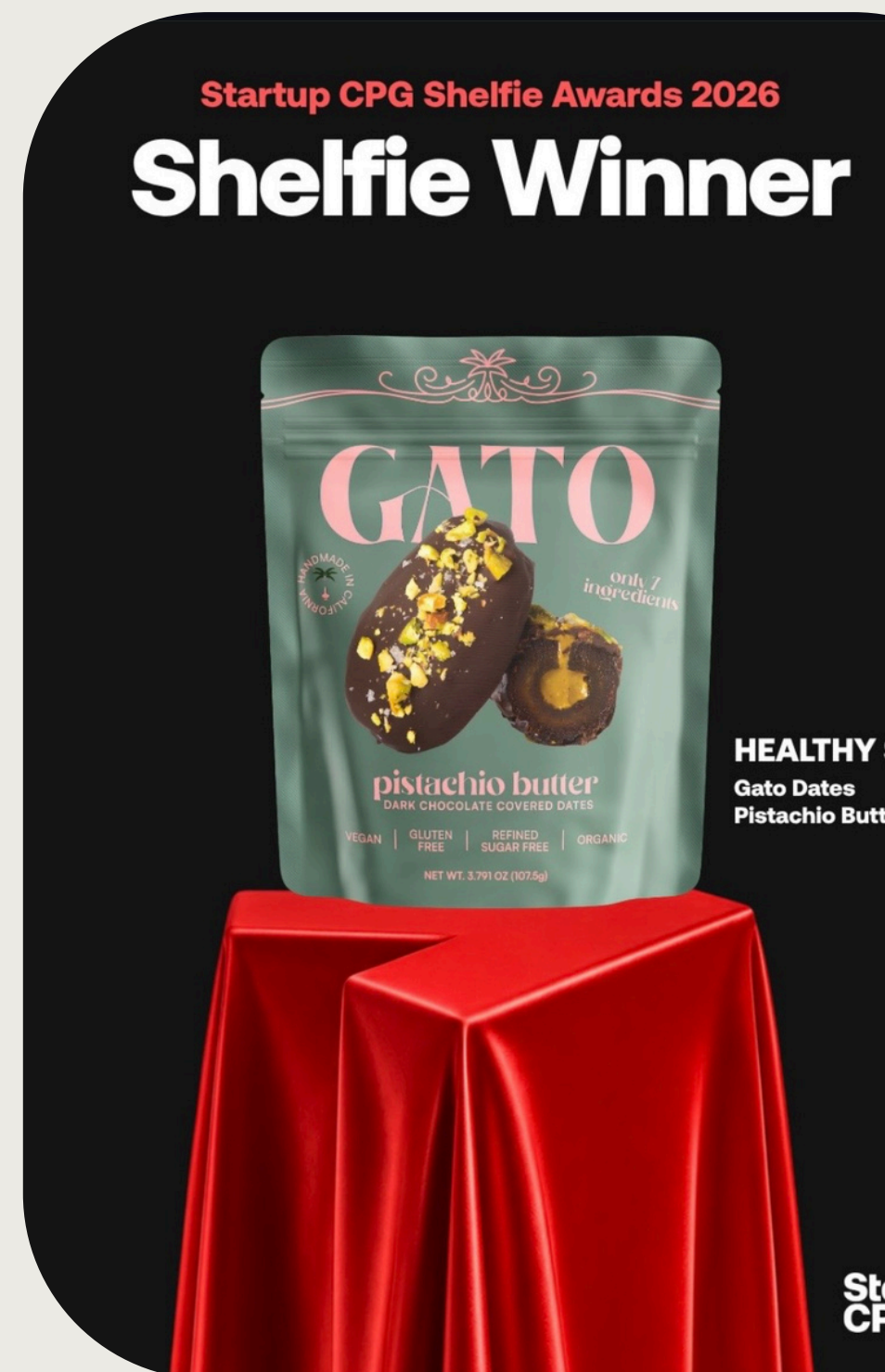
Gato Dates redefines dates as a premium snack

Winner of the “Healthy Snack” category at the Shelfies Awards, the brand Gato Dates combines Medjool dates, pistachio butter and dark chocolate to create a treat that is both indulgent and naturally sweet.

Its success reflects a broader movement towards **better-for-you indulgence and premium snacking**.

Startup CPG even calls 2026 “the year of the date” with nine brands shortlisted for the Shelfies using dates as a key ingredient or natural sweetener.

> I like : the fact that the date is no longer just a healthy pantry staple and also the perfect balance of naturality, indulgence and premiumization.



Boostcous gives couscous a protein-powered upgrade

Made from chickpeas, lentils and peas, Boostcous is a couscous delivering 18g of protein and 11g of fiber per serving. Ready in just a few minutes, it simply adds nutritional value to everyday meals without changing the way consumers use couscous.

The product shows that **functional foods don't necessarily need to reinvent the way we eat**, they can simply make everyday staples more nutritious.

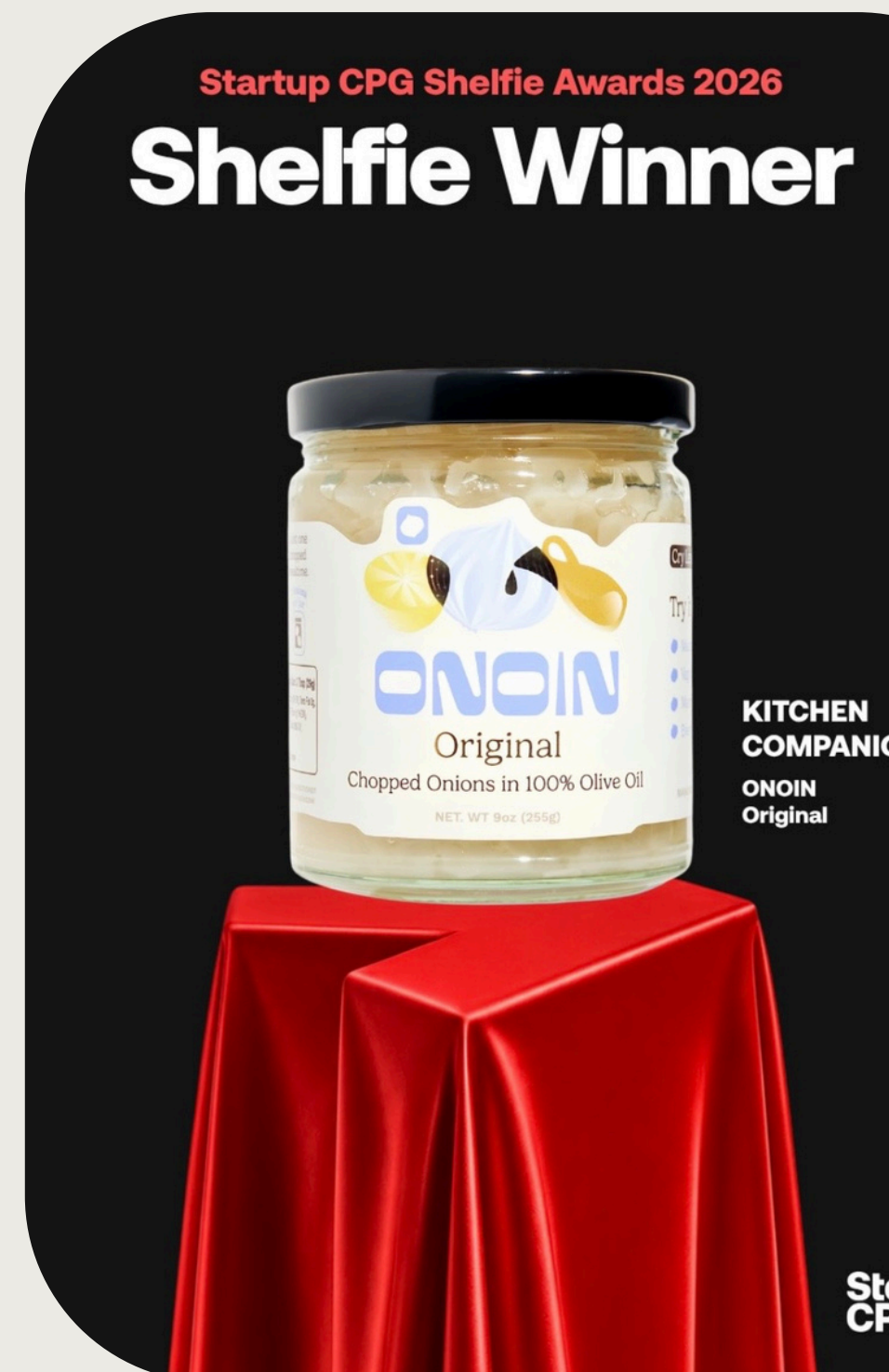
> I like : the idea of turning an everyday product into a more nutritious and convenient choice.



Onoin turns onions into an effortless kitchen shortcut

The pre-chopped onions, preserved in olive oil, are ready to use straight away and no peeling, chopping or cutting board is required. The brand Onoin taps into the growing demand for **convenience and time-saving solutions** making everyday cooking faster and easier. A true innovation that solves a very real everyday pain point.

> I like : the immediate consumer benefit solving a real everyday pain point.



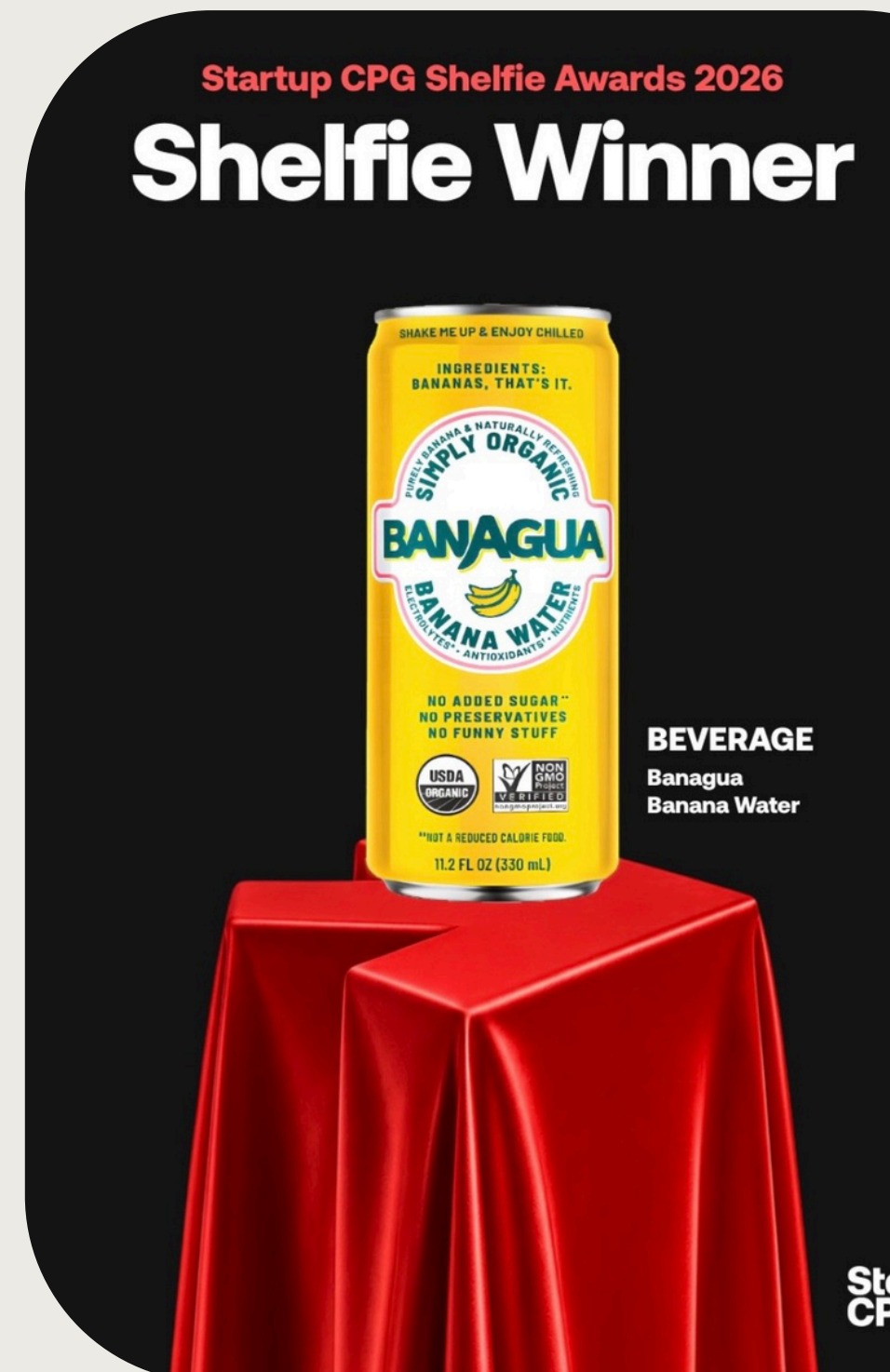
Banagua turns the banana into a new kind of hydration

With its simple “banana water, no funny stuff” proposition, the brand Banagua transforms a familiar fruit into an unexpected beverage.

Simple, distinctive and instantly understandable, the concept has the potential to create a new drinking occasion and unlock a new market segment.

Sometimes breakthrough innovation comes from looking at an everyday ingredient in a completely new way.

> I like : the bold simplicity of turning a familiar fruit into something completely new.



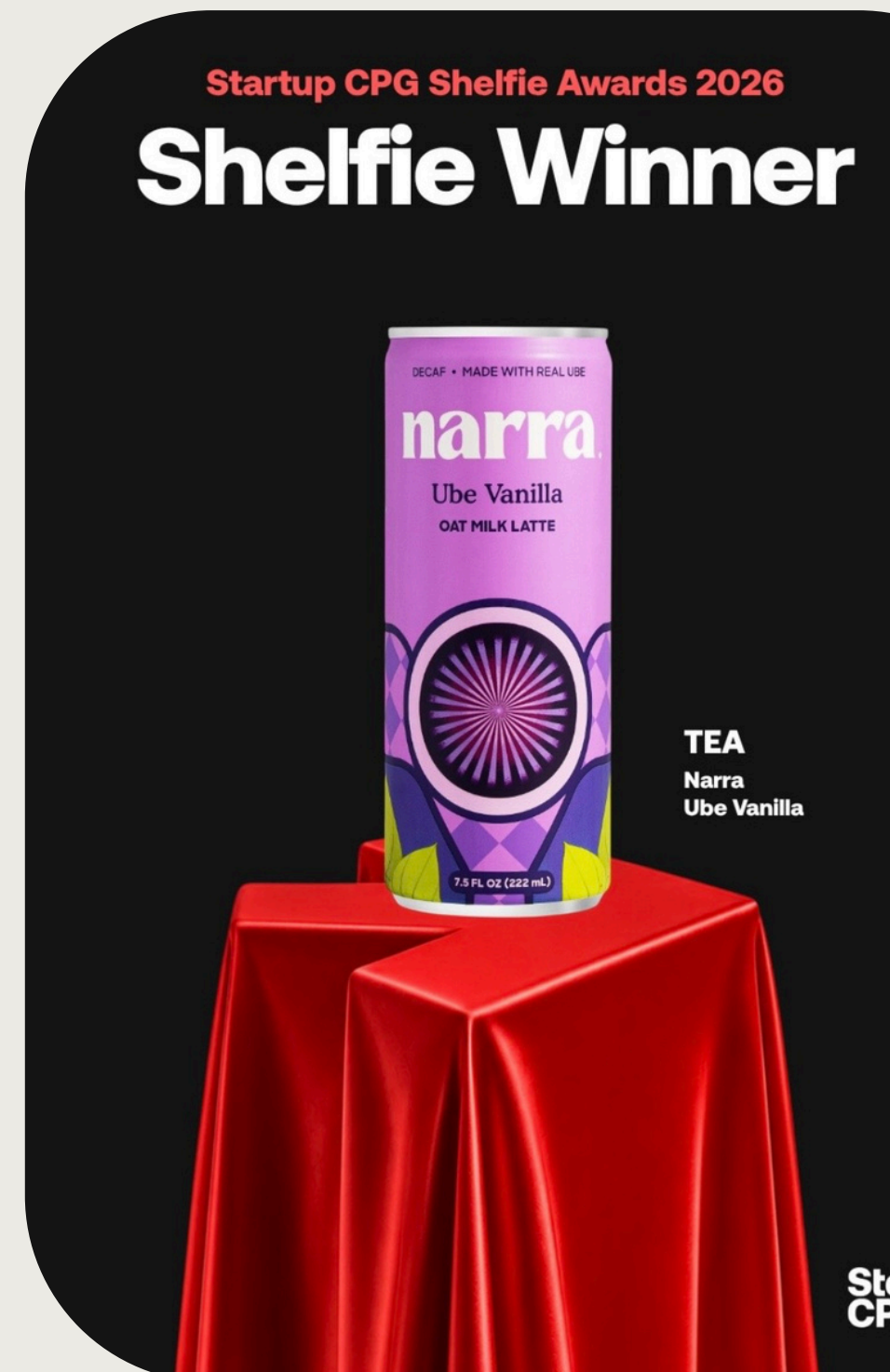
Narra brings the Filipino ube into the ready-to-drink latte category

Narra Ube Vanilla Latte combines organic oat milk, jasmine tea, real Philippine ube and vanilla for a creamy, vegan and naturally decaffeinated drink.

By turning a distinctive cultural ingredient into the hero of the product, Narra creates a highly differentiated and desirable proposition in a crowded category.

Exotic flavours can become powerful drivers of innovation when combined with familiar formats.

> I like : the mix of cultural discovery, trend appeal and convenience in a can made for the on-the-go consumption.

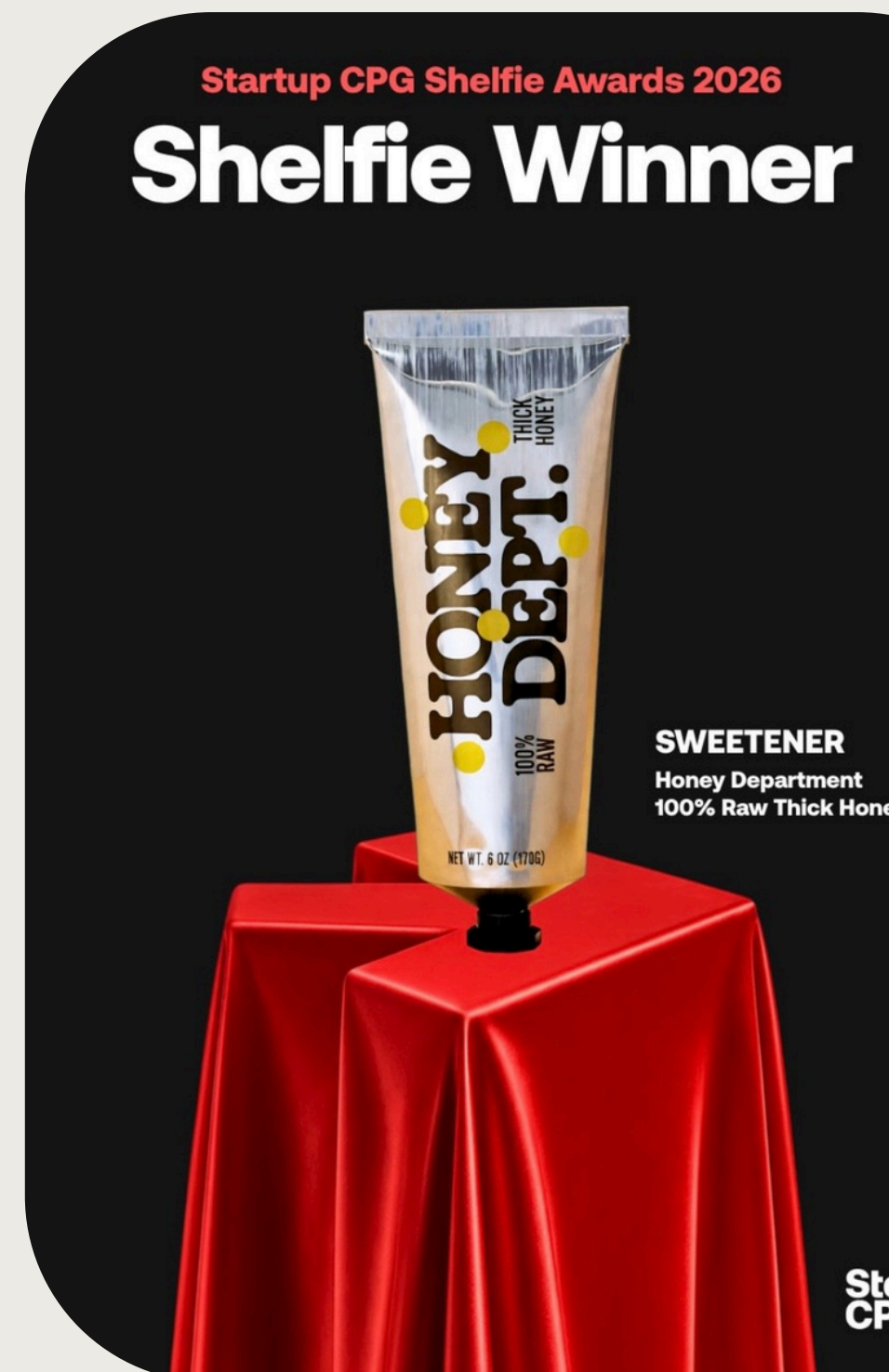


Honey Department makes honey easier to use every day

Made with 100% raw honey, it delivers a naturally thick, creamy texture in a flexible aluminum tube, eliminating thus the drips, sticky jars and crystallization typically associated with traditional honey. The brand focuses on **reimagining the user experience**, making honey more convenient and easier to incorporate into everyday meals.

Sometimes innovation can come from simply making a familiar product work better.

> I like : how a smarter format turns honey into a more practical everyday staple.



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