

ONBOARDING GUIDE

WHAT YOU NEED TO KNOW TO SET YOUR BRAND UP FOR SUCCESS ALL YEAR ROUND

Before You Dive In: This guide walks you through everything you need to submit your brand and products successfully. Use this overview to prepare so nothing catches you off guard.

01 - Processing Timelines

Understand approval windows before you begin

02 - Submission Requirements

Certifications, product labels, marketing materials

03 - Profile Information

Brand mission, brand story, logo

04 - Beacon Discovery Brand Hub

Accessing and updating your profile

05- Profile Updates

Updating, adding new products

06 - MarketReady Insights

Extra support to get shelf-ready

01 - PROCESSING TIMELINES *

Standards Application:

5-7 business days for approval after complete submission

Beacon Discovery Product Uploads:

12-14 business days after booking with sales, if submitted before the event submission deadline

*These timelines are subject to change as we get closer to scheduled events

02 - SUBMISSION REQUIREMENTS

When filling out the application form, you will be asked if your company identifies as a **Consumer Packaged Goods (CPG)** business or a **Service/Ingredients Supplier**. This question will trigger the correct questions moving forward in the process, so make sure you've selected correctly!

The application process requires three types of submissions. These are used not only for review by our Standards team, but also added to your Beacon Discovery profile, featuring your products to buyers year-round.

CERTIFICATIONS

PRODUCT LABELS

MARKETING MATERIALS

Certifications

We verify the three most impactful certifications for our audience - **Certified Organic**, **Non-GMO**, and **Gluten Free**. Products must be actively certified, and labeled correctly.

Organic

- Logo on front of label
- Certifying agent on back of label

Non-GMO and Gluten Free

- Agent identification on label



Product Packaging

For Consumer Packaged Goods (CPGs) sold through Retailers

Front panel must contain

Statement of Identity (name of food)

Net Quantity Statement



Back panel must contain

Nutrition, Supplement Facts, or Pet Nutrition Panel

Ingredients Statement

Allergen Declaration (if applicable)

Warnings and Safe Handling Instructions

Name and Address of Manufacturer, Packer, or Distributor

Submission Requirements

- Submitted labels must be in English
- Submit either
 - Front of the product AND a full label flat; OR
 - Front of the Product AND all other sides (top, bottom, left, right, back)
- Acceptable files are PNG, JPG, JPEG. Full label flats are preferred and can be accepted as PDF.
- Images must be clear and exceed a minimum resolution of 1000x1000 pixels, 300 ppi/dpi with a white background

The quality of your submitted images directly impact how you're discovered on Beacon Discovery. Help us help you put your best foot forward in front of buyers and retailers by adhering to the above requirements.

Bottles / Cans

Packaging flats should be submitted in final point of sale casing. Image should include entire bottle or can artwork image. If sold per case, then case packaging flat should be submitted.



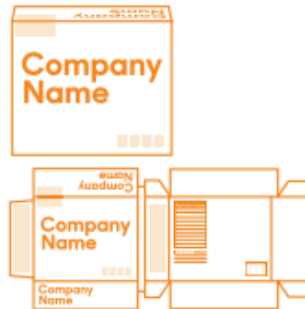
Poultry / Dairy Clear Casing

For products that have a clear casing, we require both the front and back labels that include any text, ingredients, claims, logos, etc.



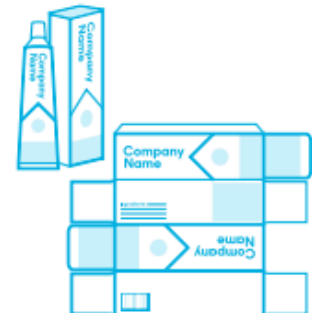
Boxes

If your product is sold in a box, submit the final point of sale box flat. In addition, if your product is sold per individual unit, submit the individual flat as well.



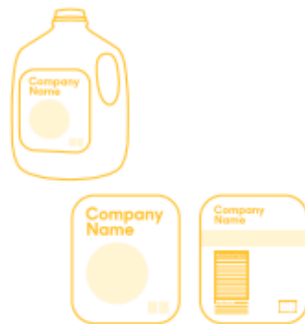
Cosmetics

If your product is sold in a box, submit the final point of sale box flat in addition to the label flat that is on the jar, tube, tin, bottle or other type of container.



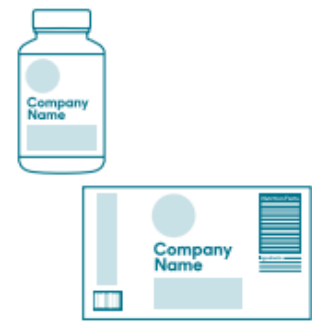
Jugs

For products where front and back labels are separated, we require both images to be submitted with a similar file naming convention.



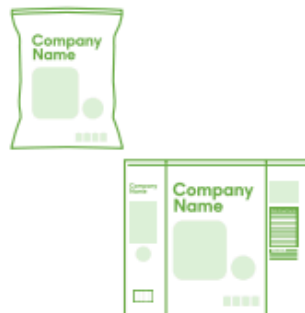
Supplements

If your product is sold in a box, submit the final point of sale box flat in addition to the label flat on the supplement container.



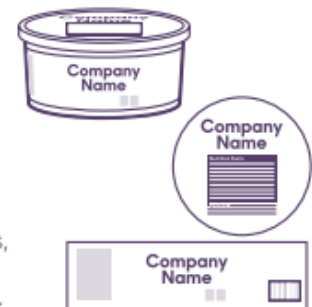
Bags

Any products that are sold in bags must be submitted in the flattened out artwork.



Round Containers with Lids

For products that come in a container with a lid, we require any text, ingredients, claims, logos, etc. that appear on both the lid and the container.



Questions about Standards?

For more information on our Exhibitor Standards check out:

<https://standards.newhope.com/exhibitor-standards/>

If you have additional Standards questions, please reach out to our team at

Standards@NewHope.com

Marketing Materials

One piece of marketing material that you plan on distributing or displaying at the event will be linked on your Beacon Discovery profile. This helps retailers and buyers understand your brand at a glance.

- Acceptable marketing include flyers, sell sheets, pitch decks, or brochures
- Files must be no larger than 50MB each



If you have questions about claims made on your marketing, please check out our

[PRODUCT CLAIMS GUIDANCE](#)

03 - PROFILE INFORMATION

Filling out the **Mission Statement** and **Brand Story** on your Beacon Discovery profile helps clearly communicate your purpose, values, and unique identity, making it easier to attract the right audience and build meaningful connections.

Mission Statement

- Provide a concise statement about your brand's purpose and values, highlighting what makes your brand unique and different

Brand Story

- Share your brand's journey and vision, mentioning milestones, achievements or contributions to the industry



Brand Logo

- Image file must be a square, at least 600x600 pixels, not to exceed 2MB
- File name must be in English with the naming convention "company_logo"
- No logos that are fully white inside in color


You'll also have the opportunity to fill out information on **Brokers, Distributors, Client Testimonials, and Social Media** links. Use this opportunity to engage with your customers!

04 - BEACON DISCOVERY BRAND HUB

Once your booth is booked, your access to Beacon Discovery will be unlocked!

On the Beacon platform, retailers will be able to learn more about what makes you unique and the values you hold that carry through to your products. The application process also gives you the opportunity to fill out your profile at the same time!

As shown in the example page below, your profile will include an area to share your brand's mission statement and story. Use this opportunity to let retailers know who you are!



BRAND LOGO

BRAND NAME

NestFresh

Booth #F114 [See us in the show app! >](#)

Headquarters Fullerton, CA	Founded Date 1983	Distributors Korte, UNFI	Holding Company None	Parent Company None	Brand Website Visit Site	Instagram View Profile
Twitter View Profile	Facebook View Profile	LinkedIn View Profile	Private Label Available Yes			

MARKETING MATERIALS

[Marketing Materials](#)

Sustainability
Kosher/Pareve
Organic Ingredients
Sustainability
Kosher/Pareve
Organic Ingredients
Sustainability

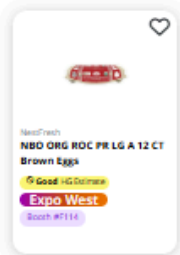
MISSION STATEMENT

Mission Statement
We believe in doing what we say we do, every single day. That's our INT-EGG-RITY™ promise to our farmers, and to you.

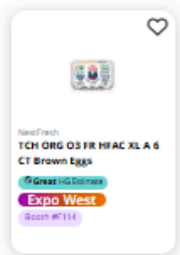
BRAND STORY

Our Story
We're firm believers: happy hens make the finest eggs. Letting our feathered friends roam outdoors means they get to peck, scratch, dust bathe, and just be themselves, living their birdy best lives!

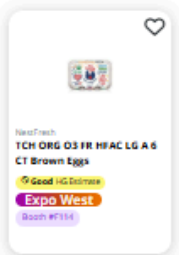
[View All NestFresh's Products →](#)



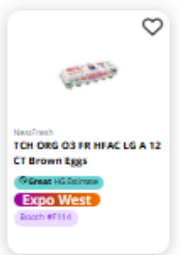
NestFresh
NBO ORG ROC PR LG A 12 CT
Brown Eggs
[Good HGHolmes](#)
Expo West
Booth #F114



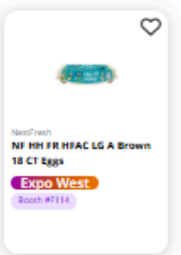
NestFresh
TCH ORG OS FR HFAC XLA 6
CT Brown Eggs
[Great HGHolmes](#)
Expo West
Booth #F114



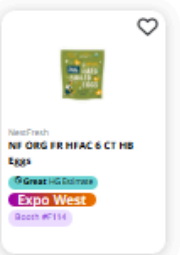
NestFresh
TCH ORG OS FR HFAC LG A 6
CT Brown Eggs
[Good HGHolmes](#)
Expo West
Booth #F114



NestFresh
TCH ORG OS FR HFAC LG A 12
CT Brown Eggs
[Great HGHolmes](#)
Expo West
Booth #F114



NestFresh
NF HM FR HFAC LG A Brown
18 CT Eggs
Expo West
Booth #F114



NestFresh
NF ORG FR HFAC 6 CT HB
Eggs
[Great HGHolmes](#)
Expo West
Booth #F114

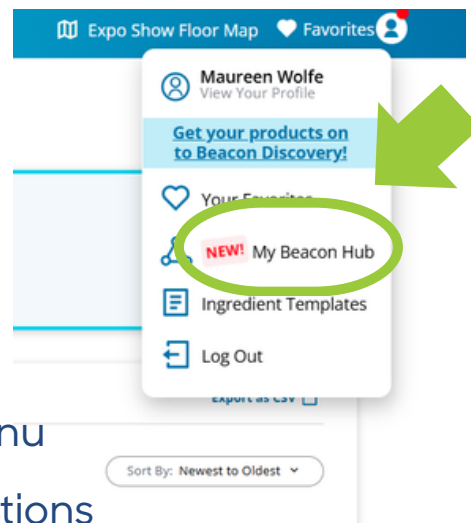
INQUIRY CONTACT INFO

Contact Information
Verified contacts provided by the brand.

Brand Contact		
Hannah Youngblood	Email: hyoungblood@nestfresh.com	Phone: 714-853-3055
Request A Sample		
Hannah Youngblood	Email: hyoungblood@nestfresh.com	Phone: 714-853-3055

To Access Your Brand Hub

- Create an account or log in at <https://beaconapp.newhope.com>
 - Use the same email address used to submit the Standards Application
- Click profile icon in the top right corner
- Select "My Beacon Hub" from dropdown menu
- Navigate to "Brand Info" or "Product Info" sections



Anyone from the brand can access Beacon by creating an account, but only one admin view will be available for each brand. If Beacon Hub access needs to be updated, please email us at AudienceSuccessTeam@NewHope.com

05 - PROFILE UPDATES

As a CPG Brand, you can make real-time changes to your information through the Beacon Hub.

You can edit all fields on your profile through your Hub, except

- **Brand Logo**
- **Certification Documents**
- **Product Information (name, description, photos)**



Any submitted changes to Products, Brand Story, and Brand Mission will be reviewed by our Standards team prior to going live on your Beacon Discovery profile.

For any changes to these fields, or if you have a Business Services Profile that needs updates, please send your request for changes including any associated files to our Audience Success Team:

AudienceSuccessTeam@NewHope.com

MARKETREADY INSIGHTS IS HERE TO HELP

We understand that navigating product standards and regulations can be complex. Support is available through our **MarketReady Insights Program**, helping to ensure your products are shelf-ready for your dream retailer!

Services include

- Comprehensive regulatory reviews that address both US federal compliance requirements and our event standards
- Expert guidance on revising labels, marketing materials, and websites to meet all necessary requirements
- Streamlined process to help brands have the best opportunity to get you ready for the event and on Beacon Discovery

If you're interested in learning more about how MarketReady can provide guidance you can grow with, reach out to them directly at MarketReady@NewHope.com



Have additional questions or need assistance? Reach out to our team anytime!

Standards Team - Standards@NewHope.com

Beacon Discovery Team - AudienceSuccessTeam@NewHope.com

MarketReady Insights Team - MarketReady@NewHope.com



STANDARDS

Beacon
DISCOVERY™ BY NEW HOPE
NETWORK