

2022 EXPO EAST
WINNER



BEST NEW SWEET SNACK

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Joolies Dates wins Best New Sweet Snack award

[Joolies Dates](#) won a New Hope Network 2022 Expo East NEXTY Award. The company's latest product, Jooliettes Blood Orange Dark Chocolate, was named Best New Sweet Snack in the coveted industry awards.

Jooliettes Dark Chocolate Date Nibbles are the company's most recent innovation for the dried fruit category, offering a new way for consumers to enjoy dates. Diced organic medjool dates, panned in high-quality chocolate offer a fresh twist on a childhood classic. Made with only the best organic ingredients, Jooliettes includes three different flavor combinations: Blood Orange Dark Chocolate, Sea Salt Dark Chocolate and Matcha Dark Chocolate.

NEXTY Awards are given to products that display outstanding innovation, inspiration and integrity. These products help drive the underlying goal of the natural products industry to deliver more healthful, trusted and sustainable products to consumers.

Jooliettes Blood Orange Dark Chocolate was one of 73 finalists selected by a panel of natural products industry experts from nearly 600 nominated products across 19 categories. The award winners were announced virtually — along with the two NEXTY Editors' Choice and the two NEXTY Consumer Choice winners — on Sept. 21, prior to the in-person show next week.

“We are honored to receive such a highly desired recognition within the natural products industry,” said CEO Mark Masten. “I am incredibly proud of the entire Joolies team for commercializing this product and later earning this award.”

“Our goal was to create a better for you snack inspired by the traditional flavors and pairings of dates and chocolate that consumers would love,” said Marketing Director Amanda Sains. “We look forward to future innovations as we continue to elevate the category and bring medjool dates forward.”

“We are beyond thrilled to receive this award, and I am personally grateful for all of the hard work that the team put into this product launch. We are excited to continue to develop innovative products among the date-snacking category, particularly those that are organic, vegan and absolutely delicious,” said co-Founder Greg Willsey.

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