

Magical Nutrients Named 2015 CPG Editor's Choice Award Winner by Informa's SupplySide

Magical Wizard's Potion Named Among Top CPG Products for Innovation and Market Impact

VENTURA, CA, UNITED STATES, October 8, 2015 /EINPresswire.com/ -- Ventura, CA (Oct. 8, 2015) — Informa Exhibitions has named Magical Wizard's Potion by Magical Nutrients as one of the winners for the 2015 [SupplySide](#) CPG Editor's Choice Awards.

One 2015 consumer packaged goods (CPG) product was selected by the SupplySide editorial team for achievements in innovation and market impact in each of the 18 different categories. Magical Wizard's Potion was named as the winner in the Multivitamin category.

Winners in the multivitamin category were announced at SupplySide West 2015 during the SupplySide CPG Editor's Choice Awards Presentations, October 7th at the Mandalay Bay Resort in Las Vegas, Nevada.

"This is an honor to have our Magical Wizard's Potion children's multivitamin selected from hundreds of entries as Multivitamin of the Year for 2015. Emerging from heavy competition as the top multivitamin of the year means a lot to us and reinforces our commitment to providing the best products for children everywhere. Not only did we beat other children's multivitamin products, but we won over entries for adult multivitamins, as well. Utilizing high-quality ingredients in our Magical Wizard's Potion means that children will be receiving cutting-edge ingredients that help support their health and growth," said Dr. Jeff McCombs, DC, CEO and Founder of Magical Nutrients, LLC.

Magical Nutrients was launched in 2015 with Magical Wizard's Potion as its flagship product, which is



Multivitamin of the Year



Multivitamin of the Year

formulated as a high quality, sugar-free, non-allergenic, non-GMO powdered formula featuring some of the best brand name ingredients available in the nutritional industry today. Packed with 25 ingredients and a fantastic flavor profile, we know that children will be getting the nutritional support that they need and loving it! We are a company founded on the belief that children are our future and deserve the best that life has to offer.

For nearly 20 years, SupplySide has helped dietary supplement, food, beverage, animal nutrition, personal care and cosmetic professionals find information to explore, discover, innovate and market their next best-selling product.

"This year's Editor's Choice Awards judging saw the team narrow down the field from hundreds of products to only



five on the short list in each category," said Heather Granato, vice president, content, in Informa's Health & Nutrition Network. "The winning items stood out for bringing a combination of factors, from taste and delivery method to innovation in ingredients and cutting-edge science. They truly represent category leaders and set a high bar for next year's program."

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Dr. Jeff McCombs, DC, CEO

For more information, visit supplysideshow.com.

About Magical Nutrients: Magical Nutrients is the next generation of children's vitamins. All Magical Nutrients formulas contain research-based branded ingredients to ensure that only the highest quality ingredients with optimal health benefits are present in each formula. With a focus on utilizing active-state ingredients for the greatest bioavailability and nutrient absorption possible, Magical Nutrients delivers what children need the most and in the best forms available.

At Magical Nutrients, we hold ourselves to the highest standards possible with all of our products being manufactured in the US at a GMP Certified, 3rd party NSF GMP Certified, and Canadian NHPD Certified facility. We support charitable causes such as Vitamin Angels, Feed The Children, Shoes That Fit, and Hands4Others. You can find us at www.magicalnutrients.com or at facebook.com/magicalnutrients.

For samples of Magical Wizard's Potion, please contact customerservice@magicalnutrients.com, (888) 236-7780.

About SupplySide West: Hosted by Informa Exhibitions, this annual tradeshow and educational forum is the largest expo of suppliers fueling the healthy global marketplace. SupplySide West is all about the exploration, discovery, innovation and marketing strategy around the development of finished

consumer goods that drive the global business economy. The 2015 show was held October 5-9 at Mandalay Bay in Las Vegas. For more information and for future SupplySide events, please visit www.supplysideshow.com.

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