

# Prime Award "National Business Innovator Award - 2024" Goes to Muscadine Naturals, Best Dietary Supplement Company

*"We are thrilled to highlight Muscadine Naturals with this award." ~Aurora DeRose*

LOS ANGELES, CA, UNITED STATES, March 13, 2024 /EINPresswire.com/ -- In a triumphant celebration of pioneering business ingenuity throughout the transformative year of 2024, the Prime Award has been bestowed upon [Muscadine Naturals](#). This prestigious recognition not only applauds Muscadine Natural's extraordinary contributions to the nuanced realm of dietary supplements but designates Muscadine Naturals as the quintessential benchmark for avant-garde business practices, setting an elevated standard resonating across industries throughout the unfolding year.

The Prime Award, emblematic of distinction across diverse business sectors, is both a commendation and an inspiring call to action. It urges industry leaders to persist in the relentless pursuit of innovation in our ever-evolving modern landscape.

With an infectious enthusiasm for this well-deserved accolade, Prime Managing Director Aurora DeRose remarked, "We are delighted and proud to cast the spotlight on Muscadine Naturals with this award. Their unwavering dedication to pushing the boundaries of innovation in dietary



supplement ownership is commendable and serves as a testament to their commitment to excellence."

DeRose, a staunch advocate for innovation's transformative power, underscored its pivotal role. She said, "Innovation is the pulsating heart of entrepreneurship. Aspiring business owners must not merely acknowledge its essence but internalize its overarching significance, constantly exploring multifaceted avenues and mastering the art of leveraging it effectively."

Drawing wisdom from business titan Howard Schultz, former chairman of Starbucks, the resounding message echoes that genuine innovation is inherently disruptive. Schultz's stirring words, "Innovation must be disruptive. You've got to fracture and break the rules and disrupt," emphasize the transformative nature of authentic innovation, urging entrepreneurs to dismantle conventions and pioneer new territories boldly.

As Muscadine Naturals luxuriates in the well-deserved limelight of the Prime Award, this recognition extends beyond acknowledging individual achievements. It serves as a memorable reminder to the expansive business community that innovation isn't just a choice but the propelling force steering success in the dynamic tapestry of contemporary business. The narrative of Muscadine Naturals becomes more than an inspirational tale; it becomes a rallying call, encouraging others to embrace disruption, navigate uncharted waters, and embark on the transformative journey shaping the promising future of global business landscapes.

Founded in the summer of 2001, Muscadine Naturals Inc. embarked on a mission to champion the health advantages of the Muscadine grape. Fast forward to March 2005, the company proudly unveiled its inaugural offering, the MuscadinePlus dietary supplement, signaling its commitment to enhancing wellness naturally. Through strategic collaborations with two of North Carolina's premier vineyards, Muscadine Naturals has become the foremost grape provider in the state. This expansion facilitates the exploration of diverse Muscadine grape varieties and amplifies production capabilities, enabling the company to serve a broader customer base seeking natural supplements for their health needs.

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