



2005 NBJ Business Achievement Awards

About the NBJ Business Achievement Awards

NBJ solicited the industry via email, website and word of mouth for nominations for the NBJ awards. Awards were determined by an internal committee of NBJ staff and NBJ editorial advisory board members. The 2005 NBJ awards will be presented in a special ceremony at the NBJ Newport Summit in Dana Point, Calif., July 26-28, 2006. **Awards disclaimer:** Company audits were not conducted to verify information or claims submitted with nominations.

Growth in Large Companies

Gold Medal: Direct selling company [XanGo](#) for 145% growth in its third year in business, more than doubling 2004 sales and putting the multimillion-dollar company on track to achieve its goal of \$1 billion in annual sales by 2009. XanGo has expanded its employees from 14 to nearly 600, its distributor network to hundreds of thousands and its international markets to 13. XanGo markets the nutritional beverage *XanGo Juice*, which is made from the mangosteen fruit and has surpassed annual sales volumes of such brand icons as *Frosted Flakes*, *Wheat Thins*, *Converse Shoes* and *Windex*, according to the company.

Silver Medal: **GFA Brands** for more than doubling sales to \$130 million in 2005. GFA's leading brand is [Smart Balance](#), a portfolio of non-transfat products including spreads, popcorn, peanut butter and pasta sauces sold mostly through mass market grocery. [Earth Balance](#) is a similar line sold primarily in the natural & specialty channel. Expansion was supported by a 2004 investment from TSG Partners.

Bronze Medal: Direct seller [Mannatech Inc.](#) for growth of 37% in 2005, posting net sales of \$288 million for the nine months of 2005 through September 30, a run rate of about \$380 million in annual sales. The increase resulted mostly from adding independent associates and members, but also from the launch of *Advanced Ambrotose*, an immune support supplement, and international expansion including opening operations in Taiwan and notable growth in Denmark.

Bronze Medal: [Now Foods](#), a manufacturer of supplements, health food and natural personal care, for consistently growing at rates more than twice the industry average. In 2005 NOW's gross domestic revenue exceeded \$100 million on double-digit gains for the last five consecutive quarters, and averaged 8.5% growth for the past 11 quarters. Cost management tactics played an important role in returning above-average profits, including direct fulfillment, electronic ordering, limited use of field reps and direct sourcing of materials, the company reported.