

Company: Small Businesses of Australia
Nomination Submitted by: Annette Densham, Award Writing Specialist
Company Description: Award Writing Specialist
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Consumer Products - Durables - Small
Nomination Title: SANAME



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

SANAME is an Australian-owned, premium functional health food company founded by wellness advocate and entrepreneur Peta Warby. In 2019, from her kitchen bench, SANAME was born as a personal mission for her. She’d tried everything the wellness world had to offer and still found herself sick, exhausted, and frustrated. After decades battling obesity, chronic fatigue, and the emotional toll of diet culture,. After weight loss surgery in 2017, Peta realised that post-surgery patients had little support and fewer quality nutrition options.

SANAME delivers practitioner-grade collagen and bone broth formulations for superior cellular nourishment, support gut health, and help people heal from the inside out. Committed to scientific integrity, ethical sourcing, and product innovation, SANAME’s range includes unflavoured multi-collagens and richly flavoured bone broths designed for easy, everyday use. What started as two products in 2019, Unflavoured Collagen and Superbone Broth, has since grown into a 25+ product range hailed as the gold standard in functional nutrition.

SANAME has grown rapidly, 27x in under five years, all bootstrapped. Every product is formulated for maximum absorption and flavour, often enhanced with healing crystals, sound therapy, and precise nutrient calibration. SANAME operates online and through strategic in-person activations, markets, and expos across Australia.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 245 words used.

What began as a niche health product developed in Peta’s kitchen has surged into a nationwide demand wave; what loyal customers now call the SANAME tsunami.

Annual revenue doubled - \$300K to over \$600K, more than 3,800 orders were delivered, and product range grew to over 25 collagen and bone broth formulations. SANAME added six new collagen and bone broth blends last year, all rigorously developed for taste, absorption, and gut compatibility.

Growth has been organic, built by word-of-mouth, expo sampling, and life-changing results. Customers aren’t buying SANAME once, internal data and Shopify records show that more than 60% of monthly sales come from returning customers, many purchase multiple products per order and integrate SANAME into their daily routines. Hundreds of verified testimonials and reviews reporting clearer skin, faster recovery, improved digestion, and reduced inflammation.

In 2025, SANAME was approved as an official NDIS provider as the first functional food provider in the history of the government program. This will give people living with disability and chronic illness access to nutrition they can actually absorb and benefit from.

In 2024, SANAME processed and blended over five tonnes of product in-house, implementing better batching systems, stock tracking, and logistics, without outsourcing quality control.

To deepen the customer experience, SANAME introduced a curated playlist used in production and daily routines, the fits hand in glove with it’s holistic philosophy and emotional health ethos. It’s become a surprising but beloved ritual for many in the SANAME Army.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 245 words used.

SANAME’s challenges an industry that prioritises branding over science. While many invest heavily in marketing language; glow, clean, gut-loving, SANAME focuses on how the human body absorbs, utilises, and responds to nutrition at a cellular level. Peta wants people to understand food can be powerful, therapeutic, and measurable in its impact.

The uniqueness lies in SANAME’s formulation strategy. The development of 25+ practitioner-grade formulations, including two proprietary collagen structures, exclusive until 2030, are designed for superior bioavailability, especially for people with gut issues or post-surgical absorption problems. SANAME products are functional food interventions, refined through science, hands-on production, nutrient calibration, and customer feedback. Most other broths use generic gelatin-rich extracts with inconsistent nutritional density.

SANAME’s 2024 approval as an NDIS provider positions it in an entirely different category from most wellness products. To be accepted by the NDIS, SANAME demonstrated not only safety and manufacturing quality, but that its products offer real, functional benefit for people with disabilities and chronic health conditions. Very few companies in the collagen or supplement space meet these standards, typically reserved for allied health services and registered therapeutics.

The combination of hard data, scientific integrity, and founder-led purpose in an industry made noisy with misleading promises, SANAME calls out the wellness fluff with education and a personal approach. Once you’ve tried the products, you realise how much the others lack. SANAME is built from scratch with no funding, grants, and shortcut strategies. Every dollar is reinvested, and every product hand-formulated.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 60 words used.

The support document attached is packed with proof, reviews and insights into how SANAME is different to many on the market.

It covers:

Peta’s background

The team supporting her

Information about the products

Reviews

Fiancial growth since starting

Orders and revenue

The approach to developing the products

Educational resources Peta creates

Her marketing approach

Case studies and stories from customers

Attachments/Videos/Links:

[SANAME](#)

 [REDACTED FOR PUBLICATION]