

Company: Small Business of Australia, Australia
Nomination Submitted by: Award Writing Services
Company Description: Time is of the essence for small businesses and the work we do, helping uncover their stories, digging into their successes and ultimately helping them see all they've achieved is worthy of celebrating. We help these businesses find and enter awards so they can leverage the opportunities for PR, credibility and visibility.
Nomination Category: Individual Awards Categories
Nomination Sub Category: Woman of the Year - Industry
Nomination Title: SANAME: Peta Warby, Founder



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (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 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. If you are submitting written answers to the questions for this category, provide them in the spaces below:
3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 192 words used.

Peta Warby is the founder of SANAME – High Performance & Immunity Collagens, Bone Broths & Soups. Before launching the brand, she spent two decades stuck in the cycle most people know too well: chronic health issues, bloating, fatigue, inflammation, and a wellness industry offering nothing but expensive bandaids. After being told she was morbidly obese and should consider weight loss surgery, she decided enough was enough. She went back to the basics, studying functional nutrition, gut health, and cellular repair, and began making her own bioavailable broths and collagen blends that actually worked.

With no investors and no marketing budget, Peta started with two flavours and a hand-sealer in her kitchen. Fast-forward to now: SANAME offers more than 25+ products, ships thousands of orders every month, and has delivered over 3.3 million Hugs in a Mug across Australia and beyond. The brand is now approved under the NDIS, meaning it’s recognised as a genuine support tool for people managing chronic illness, disability, and recovery.

SANAME is growing rapidly through word of mouth, loyal repeat customers, and results people can feel. Every product is practitioner-grade, filler-free, and backed by clinical evidence.

4. 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 52 words used.

This support document shows how SANAME is different to many on the market. It covers:

- o Peta’s background
- o The team supporting her
- o Information about the products
- o Reviews
- o Financial growth since starting
- o Orders and revenue
- o The approach to developing the products
- o Educational resources Peta creates
- o Her marketing approach
- o Case studies and stories from customers

5. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 254 words used.

What began as a small-batch product made in my kitchen is now a SANAME tsunami. Our revenue doubled from \$300k to over \$600k. We fulfilled more than 6,800 orders and expanded to over 25 collagen and bone broth formulations. Six new blends were launched last year, each with a relentless focus on taste, absorption, and gut compatibility.

Our growth is organic, fuelled by results, referrals, and taste tests at expos, markets, and festivals. Over 60% of monthly sales come from repeat customers. Many buy multiple products per order and make SANAME part of their daily wellness rituals. We’ve collected hundreds of testimonials describing clearer skin, better digestion, faster recovery, and less inflammation. We introduced a curated production playlist on Spotify, adopted by many customers as part of their own SANAME routine.

- o Hug in a Mug enjoyed every 2 minutes and 20 seconds
- o One SANAME product sold every 19 minutes. On track for every 10 minutes by end of 2025
- o Over 3.3 million mugs shared
- o Processed over 6 tonnes of the product locally in Qld in 2024
- o Customer retention - 80%, industry standard <30%.
- o NDIS approval places SANAME as the FIRST & ONLY functional food brand eligible Assistive Products with strict requirements around efficacy and support for chronic illness, disability, and recovery.
- o Products shipped - Australia, exported to New Zealand, UK & Hong Kong, expansion into the US planned.
- o Direct-to-consumer model - 90% of customer feedback captured directly, enabling rapid R&D cycles and real-time improvements.
- o Over 2,000 verified 5-star reviews across platforms.

6. 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 nominee's past performance (up to 250 words):

Total 250 words used.

The wellness industry has problems: it’s full of noise, gimmicks, and half-truths. People are burnt out, inflamed, dealing with gut issues, hormone chaos, and chronic fatigue being offered another powder that boosts glow or some vague claim about gut health. Most of it’s sugar or fillers. SANAME delivers real, measurable results backed by science, clinical-grade ingredients, and honest communication.

We’ve two proprietary collagen structures exclusive to SANAME until 2030; IP rare in wellness and sets a new standard for what functional food can and should be. SANAME is made in Australia, in small batches, with strict quality control, using grass-fed beef, real organic veggies, and clinically proven peptides.

NDIS approval was the first major chip off the block, SANAME will soon be in hospitals, prisons, mental health facilities, aged care & hospice, emergency services, charity & disaster relief packages, military & mining landscapes and in the air as the first and only inflight instant high protein functional food as a healthy hug in a mug soon.

We’re doing things differently because SANAME isn’t another health food brand sitting on a shelf, the SANAME ARMY are already delivering it right to your door and into the mouths of millions to make a real impact on improving body-wide cellular health on a mass scale from the inside out with our functional food. It’s a TSUNAMI and we’re on track to flood the market permanently, unlike many of these pop up brands or trending fads for a season, disappearing because it didn’t deliver.

Attachments/Videos/Links:

[SANAME: Peta Warby, Founder](#)

[REDACTED FOR PUBLICATION]