

**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:** Achievement Categories

**Nomination Sub Category:** Achievement in Product Innovation

**Nomination Title:** SANAME: Performance & Immunity Multi-collagen & Bone Broth - Hug in a mug



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, 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, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: 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 2018, 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. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

**Total 250 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/order and make SANAME part of their daily wellness rituals. We've collected 1000s 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 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 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.

5. 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 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.

6. 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

## Attachments/Videos/Links:

[SANAME: Performance & Immunity Multi-collagen & Bone Broth - Hug in a mug](#)

[REDACTED FOR PUBLICATION]