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Mr Emmanuel MACRON
President of the French Republic

SIAL

INSPIRE
FOOD
BUSINESS

Paris



15-19 OCTOBER 2022
PARIS NORD VILLEPINTE-PARIS

PRESS RELEASE - 15 OCTOBER 2022

SIAL INNOVATION AWARDS 2022 GOLD, SILVER, BRONZE AND SPECIALS AWARDS REVEALED!

The winners of the much-awaited gold, silver, and bronze prizes, as well as the special «Own The Change» and people's choice prizes, were revealed at the official 2022 SIAL Innovation awards ceremony. The winners join those of the competition in each category who were revealed on September 15th.

SIAL
INNO-
-VATION

Decoding tomorrow's menu

SIAL Innovation establishes the show as THE food trends trailblazer, providing visitors with **expert views and up-to-date content on innovation and market foresight worldwide.**

This forum for discussion about re-invention, transition and the future decodes the new products and consumption trends emerging in the global food industry.

The winning innovations will be showcased in a dedicated area Hall 6. This gallery of new and innovative solutions will then travel the globe to appear in other major SIAL network events in Canada, China, the USA, India, Jakarta, the Middle East and elsewhere.

SIAL Innovation is such an eagerly anticipated event, because it provides a unique showcase for current global food trends and previews the innovations we can expect to see on supermarket shelves and on our plates going forward.

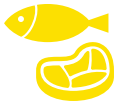
The 2022 Awards are all the more exciting because food industry stakeholders around the world are driving innovation to meet new demands for change.

So more than at any time in the past, we want to shine a spotlight on initiatives like these, and encourage industry stakeholders to embrace change and transition to a healthier and more responsible food industry model, particularly through our own collective movement called "Own the change".

NICOLAS TRENTESAUX,
CEO of SIAL



**AWARDS BY
PRODUCT SECTOR**



**MEAT
&
FISH**



**MEAT & SEAFOOD
PRODUCTS
SUBSTITUTES**



**ALCOHOLIC
BEVERAGES**



**NON-
ALCOHOLIC
BEVERAGES**



**SAVORY DRY
GOODS**



**CULINARY AIDS
& CONDIMENTS**



**SWEET DRY
GOODS**



**FRUITS
& VEGETABLES**



**DAIRY
PRODUCT & ICE
CREAM**



**DAIRY PRODUCTS
SUBSTITUTES**



**FROZEN
PRODUCTS**



**INTERMEDIARY
FOOD PRODUCTS/
INGREDIENTS**



**RESTAURANT
& CATERING
PRODUCTS**



**EQUIPMENT
&
TECHNOLOGY**

SPECIAL AWARDS



PACKAGING



STARTUP



**OWN THE
CHANGE**

NEW!



**THE PUBLIC
AWARD**



GOLD, SILVER, BRONZE AWARDS



IO' DÉS

Frozen seaweed to sauté. With a crispy texture.
Made with Breton micro-algae.
Rich in iodine, fibers and minerals.

Brand and manufacturer: ZALG, Mache & Co

Country: France

Launch date: April 2022

IO'DÉS received the Sial Innovation Gold prize, since its product meets all the criteria for a true innovation in the SIAL spirit.

Delicious, healthy, practical, fair trade, it checks all the boxes: it represents a genuine innovation for the consumer (since frozen seaweed cubes did not exist before), it's easy to use, and it brings new inspiration to everyday cookery.



100% FRESH FROZEN WOLFFIA

Watermeal rich in plant-based protein.
Rich in fibers, minerals and vitamins.

Brand and manufacturer: Make Me More, THAI COCONUT PUBLIC COMPANY LIMITED

Country: Thailand

Launch date: July 2022

Wolffia, or watermeal, is very little-known in Western countries, but it is widely used in Asia. This product received the Sial Innovation Silver prize for its many benefits. Easy to cultivate, wolffia is an excellent plant-based source of protein, making it a worthwhile alternative to animal protein.



MATÉ TARAGÜI FIRST EXPERIENCE KIT

A kit for the preparation of yerba maté: a source of caffeine, antioxidants, B Vitamins and minerals. Includes a cup containing yerba maté, a straw, and a 250g package of yerba maté. Gluten-free. Vegan.

Brand and manufacturer: Taragüi, Establecimiento Las Marias

Country: Argentina

Launch date: January 2021

This yerba maté initiation kit received the Bronze Sial Innovation prize because it demonstrates an advantageous way to take a product that is well-known in Latin America and promote it elsewhere in the world. In this case, the innovation aspect is in the educative approach of the initiation kit. Consumption should always be a form of sharing and discovery.

SPECIAL AWARDS



THE OWN THE CHANGE PRIZE

This prize makes reference to the theme of the trade fair, which aims to encourage the industry's professionals to claim change for themselves, making food more sustainable, delicious and affordable for all.



NEW PLANT-BASED SOON RANGE

A yogurt substitute made with French plant milk. Packaged in Brittany.

Brand and manufacturer: SOON, OLGA

Country: France

Launch date: May 2022

OLGA receives the Sial Innovation Own the Change prize for its long-standing involvement in protecting the environment. In the 1970s, this Brittany-based family business was the first to pioneer the development of locally-sourced organic dairy products and plant-based substitutes. Early on, it invested in the development and use of renewable energy at its production site by installing wind pumps and photovoltaic panels.



THE PUBLIC AWARD

New

For the first time, a public prize was awarded this year. Food industry professionals voted online for their favorite novelty .



LA TRUITELLE

Tinned organic mountain trout. Fish raised and processed in France. Artisanal preparation.

Brand and manufacturer: LA TRUITELLE, LA TRUITELLE SAS

Country: France

Launch date: November 2021





PACKAGING

ORGANIC UHT STERILIZED SEMI-SKIMMED COW'S MILK

Product description

Organic milk in a 100% recycled and recyclable bottle.
A lightweight bottle with no film seal.
French milk.

Brand and manufacturer

Natur'Avenir, LSDH

Country

France

Launch date

January 2022

Selected for

The use of 100% recycled raw materials to produce an opaque PET bottle that may then be recycled.



STARTUP

BUBBLE IT!

Product description

Powdered mix for sparkling beverage to reduce the use of plastic.
Ideal to dilute in a glass Bubble It! bottle. Makes it possible to avoid the use of plastic bottles, plastic carbonation machines, and aluminum CO2 cartridges. Sugar-free and sweetener-free

Brand and manufacturer

BUBBLE iT!, Bubble It Drinks

Country

France

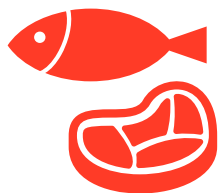
Launch date

January 2022

Selected for the concept kit to make your own sparkling water and for its practicality and ecological (less packaging)



WINNERS BY PRODUCT SECTOR



MEAT & FISH

LA TRUITELLE

Product description

Tinned organic mountain trout.
Fish raised and processed in France.
Artisanal preparation.

Brand and manufacturer

LA TRUITELLE, LA TRUITELLE SAS

Country

France

Launch date

November 2021

Selected for

The innovative concept of small tinned trouts and their organic character, which is rare in small tinned fish.



MEAT & SEAFOOD PRODUCT SUBSTITUTES

LEGGIE PLANT BASE

Product description

A clean label meat substitute containing carob and rice flour. Prepared from few ingredients. Features a meat-like appearance and texture. Allergen-free. Fiber-rich.

Brand and manufacturer

Leggie & Leggie Ready Meals, MRM

Country

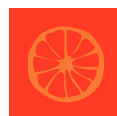
Spain

Launch date

September 2022

Selected for

The concept of a carob-based, nutrient-rich clean meat alternative.





ALCOHOLIC BEVERAGES

OLIBA GREEN BEER - THE EMPELTRE ONE

Product description

Green-colored beer brewed with olives.
5% alcohol by volume.
Produced in the Pyrenees.

Brand and manufacturer

OLIBA GREEN BEER, Erm del pallars productions, S.L.

Country

Spain

Launch date

December 2020

Selected for

The originality of the kit.



NON-ALCOHOLIC BEVERAGES

MATÉ TARAGÜI FIRST EXPERIENCE KIT

Product description

A kit for the preparation of yerba maté: a source of caffeine, antioxidants, B Vitamins and minerals. Includes a cup containing yerba maté, a straw, and a 250g package of yerba maté. Gluten-free. Vegan.

Brand and manufacturer

Taragüi, Establecimiento Las Marias

Country

Argentina

Launch date

January 2021

Selected for

The concept of a kit for an initiation to yerba maté.





SAVORY DRY GOODS

KIMCHI V KIMCHI BLOCK

Product description

Lyophilized kimchi. Rich in probiotics.
Gluten-free. Sugar-free.

Brand and manufacturer

Spoonkey, OPEN SAUCE LAB

Country

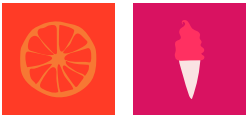
South Korea

Launch date

March 2022

Selected for

The new concept
of lyophilized kimchi



CULINARY AIDS & CONDIMENTS

TOMATO CRYSTALS

Product description

Little crystallized seasoning flakes. Natural.
Easy to use. Packaged in a jar with
a sprinkling-and-pouring cap.

Brand and manufacturer

Terra Del Tuono, ACETAIA TERRA DEL TUONO

Country

Italy

Launch date

October 2022

Selected for

The seasoning concept using
crystallized products (tomato, cep
mushrooms, pesto, lemon,
balsamic vinegar, etc.)





SWEET DRY GOODS

TOOGOOD BARBE À PAPA

Product description

A sugarless cotton candy substitute.
Contains chicory fibers.
Coloring-free and preservative-free.
Nutri-Score: A

Brand and manufacturer

Triomphe snat, TRIOMPHE SNAT

Country

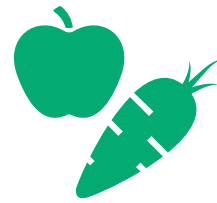
France

Launch date

May 2022

Selected for

Real cotton candy prepared with 90% less sugar thanks to the use of chicory fibers.



FRUITS & VEGETABLES

100% FRESH FROZEN WOLFFIA

Product description

Watermeal rich in plant-based protein.
Rich in fibers, minerals and vitamins.

Brand and manufacturer

Make Me More, THAI COCONUT PUBLIC COMPANY LIMITED

Country

Thailand

Launch date

July 2022

Selected for

The concept of nutrient-rich watermeal as a culinary aid.





DAIRY PRODUCTS & ICE CREAM

CHESTNUT CREAM ICE CREAM WITH GLAZED CHESTNUT CHIPS

Product description

A chestnut cream ice cream with chips of glazed chestnuts.

Brand and manufacturer

Clément Faugier, CLÉMENT FAUGIER

Country

France

Launch date

July 2022

Selected for

The new addition to the range of an iconic ice cream brand.



DAIRY PRODUCT SUBSTITUTES

NEW PLANT-BASED SOON RANGE

Product description

A yogurt substitute made with French plant milk. Packaged in Brittany.

Brand and manufacturer

SOON, OLGA

Country

France

Launch date

May 2022

Selected for

The concept of plant-based desserts made with spelt or hemp.





FROZEN PRODUCTS

IO' DÉS

Product description

Frozen seaweed to sauté.
With a crispy texture.
Made with Breton micro-algae.
Rich in iodine, fibers and minerals.

Brand and manufacturer

ZALG, Mache & Co

Country

France

Launch date

April 2022

Selected for

The concept of easy-to-use seaweed that is easy to add to recipes in order to discover new flavors.



INTERMEDIARY FOOD PRODUCTS/ INGREDIENTS

VEGETABLE COLLAGEN(H)

Product description

Vegetable collagen extracted from hibiscus, with a high antioxidant content and a high adsorption rate.

Brand and manufacturer

RAWGA, AGRICULTURAL CORPORATION
RAWGA CO.,LTD.

Country

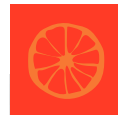
South Korea

Launch date

January 2021

Selected for

Its plant-based origin and its high absorption rate





RESTAURANT & CATERING PRODUCTS

VEGAN FLAVOR AND TASTE

Product description

Flavorful organic umami seasoning. Vegan.
Clean label.

Brand and manufacturer

Uhhmami, UHHMAMI

Country

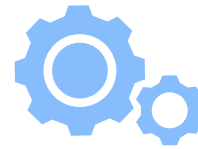
Denmark

Launch date

October 2022

Selected for

The wide range
offering flavorful options
for vegan recipes.



ÉQUIPEMENT & TECHNOLOGY

ROASTINSTEP

Product description

Energy-saving continuous 100% electric vertical roasting. System for the recirculation of generated hot air. Feed from above to capture rising calories when the product drops down.

Brand and manufacturer

ROASTINSTEP, FCD SYSTEM

Country

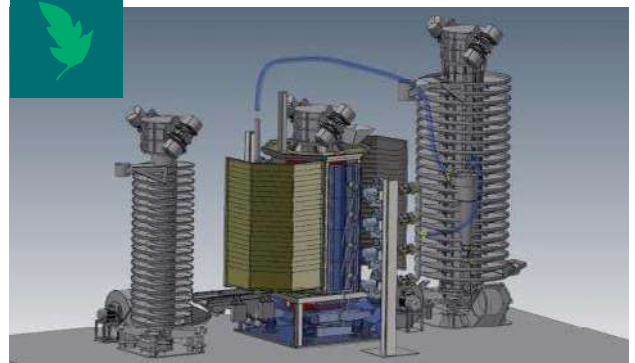
France

Launch date

April 2022

Selected for

Continuous 100% electric roasting with a closed air circuit to save energy and offer a great flexibility in the choice of products to process. Since the machine vibrates, it is possible to process several products.

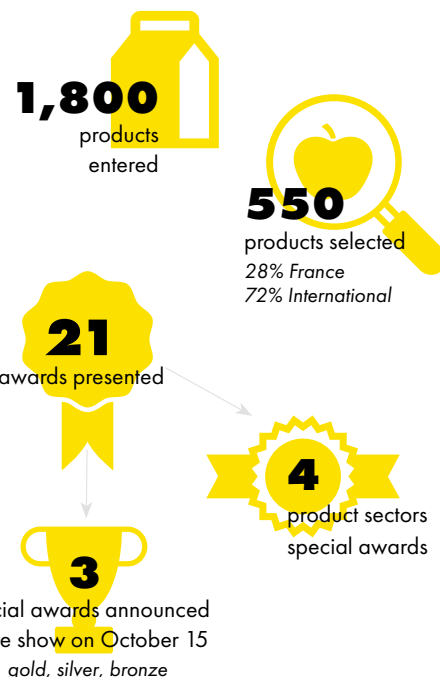


AN EXPERT SELECTION

This observatory of food industry innovation has set the global benchmark for more than 20 years, and is presented this year in partnership with ProtéinesXTC. This specialist in strategy, innovation and communication for food industry companies selected the list of finalists from among some 1,800 entries.

Their preliminary selection of new products was assessed and voted on by the SIAL Innovation Grand Jury of **industry experts, trade press journalists and representatives of SIAL.**

Having assessed each new product and rated it on a scoring scale, the members of the jury discussed all the competing innovations in all categories before voting for the one they found most persuasive.



THE JURY MEMBERS FOR THE 2022 SIAL INNOVATION AWARDS

Audrey ASHWORTH
COMEXPOSIUM,
SIAL Paris Exhibition Director

Nicolas TRENTESAUX
COMEXPOSIUM, CEO of SIAL

Mauro COLAGRECO
3-Michelin starred chef of the Mirazur/
Sial Sponsor

Xavier TERLET
ProtéinesXTC, Innovation Consultant

Karine PERROT
KANTAR, Senior Manager Brand Strategy

Jean-François AUBRY
Le Monde du Surgelé, Editor

Corinne AUBRY-LECOMTE
Casino Group, Head of Innovation,
Quality, Manufacturing
& SME Relations

Julien BACAER
Bpifrance, Growth Equity Investor

Donna BERRY
Dairy & Food Communications, Owner of
Dairy & Food Communications

Stéphane BRUNERIE
Le Sens de L'alimentation, Stripfood,
Founder of 'Le Sens de L'alimentation'
and Creator of 'Stripfood'

Guillaume BUFFET
U CHANGE, Chairman of U Change

Ben COSTANTINI
The startup Sesame, CEO

Alix DE REYNAL
Nutrimarketing, Secretary General
(Intermediate Food Products/Ingredients
Jury)

Sophie DE REYNAL
Nutrimarketing, Marketing Director
(Intermediate Food Products/
Ingredients Jury)

Anne-Cathy DE TAEVERNIER
Elior, Nutrition Officer (Food Service
& Catering Jury)

Solène DHÔTE
ProtéinesXTC, Engineering Consultant

Ivan FARNETI
Five Seasons Ventures, Managing Partner

Philippe GAUTIER
Réussir Agra, Deputy Editor of FLD
(Food Division), (Equipment Jury)

Philippe GOETZMANN,
Chairman of consultants
Philippe Goetzmann & et Faire! Mieux

Olivier GOURMELON
Kings of Kitchen SAS, Chairman

Sophie IONASCU
ANIA, Director of Communication

Séverine JEGOU
Intermarché Alimentaire International,
Emerging Markets Strategy Project
Manager

Dominique LADEVEZE
EEIG ECOTROPHÉLIA, Director

Prof Alain LE-BAIL
ONIRIS-UMR CNRS GEPEA,
Chairman of the International Food
Engineering Association, Chairman
of Commission C2 of the International
Institute of Refrigeration
(Equipment Jury)

Lyse MANZONI
BERIC SAS - Intermarché de Dole,
Member

Dana MCCAULEY
Canadian Food Innovation Network,
Chief Experience Officer

Junghoon MOON
Seoul National University, Managing
Director Professor (South Korea)

Romane MUGNIER
L'ADN, Journalist

Jérôme PARIGI
LSA, Editorial Director

Arnaud REY
Crédit Agricole,
Agri/Agro Innovation Advisor

Pascale THIEFFRY
Business France,
Head of the Food Department

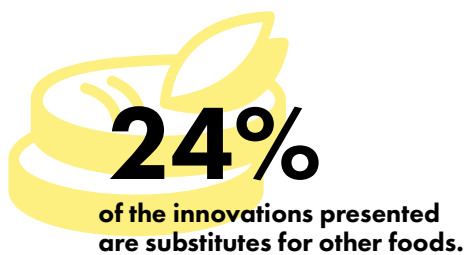
Yan/Sophia XUEYAN
Chunbo Technology Co., Senior director

SIAL INNOVATION 2022

THIS YEAR'S KEY TRENDS

71% of consumers have changed their food buying habits over the last two years. The key trends identified by SIAL Insights* - HEALTH, PLEASURE, CSR - are reflected in the 1,800 products showcased by the SIAL Innovation Awards.

Essential substitutes



Vegetarian/vegan substitutes and products account for almost a quarter of all those new products submitted (24%). Legume-based **meat alternatives** - an already strong trend that SIAL revealed at an early stage (Le Boucher Vert/Hary & Co Gold Award at Sial Innovation 2016) and even longer ago than that when Triballat (now Olga) showcased its soy steaks at SIAL... 1998 - remain a very dynamic segment.

More recently, **alternatives to seafood products** have also emerged: more elaborate than simply substitutes, taking the form of elaborate recipes or cooking aids for vegetarians, who are statistically more likely to cook at home.

The mature market for dairy substitutes in the ultra-fresh segment is now seeing the arrival of products based on less traditional ingredients, such as spelt or hemp, for example, but it is primarily in **cheese substitutes** that innovation is becoming a structural trend.

Pleasure as a flagship value



So it is little wonder that there are so many products available whose main (and sometimes only) benefit is pleasure. Sometimes sophisticated with **premium** products on the one hand and **comfort food** options on the other, these are feel-good products. There is no doubt that the Covid experience has accelerated this consumer trend.

We also note offerings claiming to deliver a marked 'experiential' benefit, meaning enhanced textural/taste sensations and intensity.

In terms of international flavors, Korea and Africa seem to be the new sources of inspiration, with offerings that emphasize naturalness and strong flavors or techniques that are gaining ground in fine dining, such as fermentation (e.g.: Korean products/Kimchi)

The on-plate trend towards healthy, but natural, continues apace

Using food to enhance health is not a primary driver for consumers. Nevertheless, it is true that a diverse daily diet can improve health. The new products now emerging in this segment have nothing to do with the so-called 'functional foods' of the past (which were failures). The functionality of these new innovations is justified by the presence of natural ingredients (plants, super fruits, super vegetables, seeds, algae, microalgae, etc.). Again, there is a clear 'Covid effect' with **a significant number of innovations promising improved immunity** justified by the inclusion of various vitamins, zinc and other superfoods.

CSR is now on everyone's plate

- **THE CLEAN LABEL FOCUS ON INGREDIENTS**
Consumers are paying increasingly close attention to the ingredients in the products they buy: **they now prefer less processed products with a - sometimes - minimal composition**, an absence of certain controversial additives, and/or reduced sugar and salt. Organic products are clearly in decline, compared with previous years. The selection committee has seen a clear increase in offerings claiming associated ethical or societal benefits (organic+).
- **MORE ECO-FRIENDLY PACKAGING**
Packaging recyclability is no longer enough. We are seeing the emergence of **new packaging solutions** that use recycled materials or drastically reduced plastic and/or cardboard content.
- **ENVIRONMENTAL INNOVATION: CAN DO BETTER**
Having been an environmental marker internationally in recent years, manufacturers seem to have reduced their emphasis on locally produced foods this year. Too few innovations clearly highlight the benefits of reducing waste, promoting animal welfare or shrinking carbon footprints, despite the fact that these hot topics are integral to food company communication.

Don't give up on practicality: Making homemade easier

Eating better often means doing your own cooking. The Covid period has accelerated this longstanding trend. With offerings that help to make cooking more successful, quicker and/or easier. The cooking aids, bases or preparation kits that accompany many vegetarian substitutes are designed to appeal to this group, which is more open to cooking at home.

Is inflation having an effect? Low price as a value

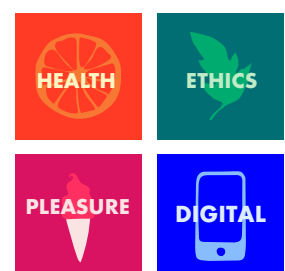
It is inevitable that rising global inflation will drive new offerings. This year, we are seeing some new products which, without being 'basic range' in terms of price, promote their affordability for the great majority of consumers... (put in context with the main learnings of SIAL Insight this year: 'the propensity of consumers worldwide (14% in 2022) to want products that are good for them and good for the planet... But without spending more.'



* All figures are sourced from the SIAL Insights study:

Conducted with SIAL's expert partners - Kantar, ProtéinesXTC and NPD - SIAL Insights reveals and explains the underlying trends that are (re)shaping the food and catering industries through the lens of a step change in the international context triggered by an unprecedented health crisis that has profoundly changed our daily lives and activities, and has also changed our world view by revealing the limitations of a model that had not previously been questioned. The surge in raw material prices as a result of the current conflict in Europe is also putting business under unprecedented pressure. All of which makes the pathway to change even more vital.

These studies fuel today's thinking around the obligatory need for deep and fundamental change: a change of model that targets the food transition everywhere and for everyone in response to consumers who are also on a pathway to change, and expect impetus and help from the industry as part of ensuring the collective success of this transition.



AGENCE
14
SEPTEMBRE

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All SIAL news
on the online press room!



ABOUT SIAL PARIS

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,000 exhibitors and 400,000 exhibited products. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through twelve regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi and Mumbai, SIAL America in Las Vegas, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 200 countries. The next SIAL Paris will be held from 15 to 19 October 2022 at Paris Nord Villepinte.

www.sialparis.com

ABOUT COMEXPOSIUM

Comexposium is one of the world leaders in B2B and B2C events organization for professionals and the general public across the globe, including a number of industries such as agriculture, construction, fashion, retail, healthcare, leisure, real estate, food and drink, security, education, tourism and works councils. Established in more than 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. With headquarters in France, Comexposium is supported by a network of sales representatives and employees located in 20 countries.