



# THE SIAL INNOVATION AWARDS 2022 FOR 21 NEW PRODUCTS

With 30 days to go before the next SIAL Paris show, a jury of experts met to determine the winners of the highly anticipated SIAL Innovation Awards 2022.

This year's 21 winners will come together in a dedicated area of the exhibition between October 15 and 19. Presented in recognition of the most outstanding food industry innovations, these awards will be complemented by 3 Special Awards (bronze, silver and gold), the winners of which will be announced at the show.

## 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 of the show exhibition.

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

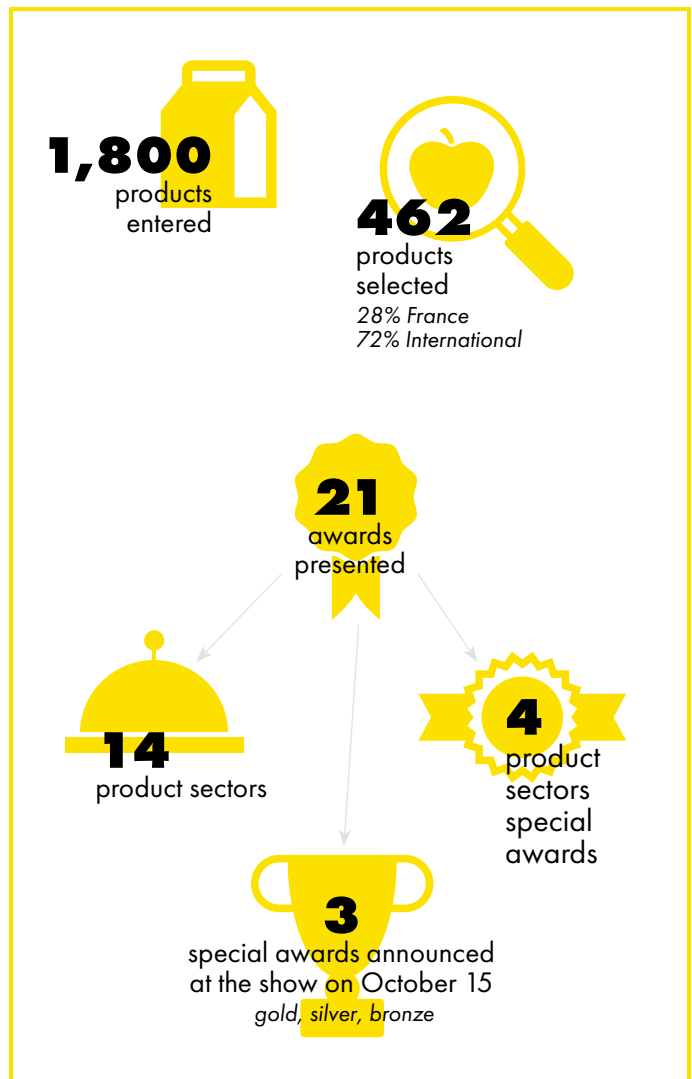


## An expert selection

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

### **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 ECOTROPHELIA, 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)

### **Caroline LEBEL**

Bpifrance, Head of Equity Investment

### **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 INNO- -VATION





## 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

NEW!



THE PUBLIC  
AWARD

For the first time this year,  
**food industry professionals**  
are invited to vote for their favorite  
**new product** online  
at [www.sialparis.com](http://www.sialparis.com)  
(between September 15  
and October 14).

The innovation with the most votes  
will receive the Public Award  
at the SIAL Innovation Awards  
Ceremony!

## SPECIAL AWARDS



PACKAGING



OWN THE  
CHANGE



STARTUP

NEW!



THE PUBLIC  
AWARD

**This year's Top 3 award winners and favorite innovation will be announced at the show**



The coveted **SIAL Innovation Bronze, Silver and Gold Awards** presented to the Top 3 products for 2022 as well as **"Own the Change" award** and **the Public award** will be announced at the show during the Awards Ceremony held to celebrate all this season's winners.  
A glittering event not to be missed!

**The SIAL Innovation Awards Ceremony:**  
**4:30 to 6:00 pm, Saturday October 15**  
**- SIAL Talks**



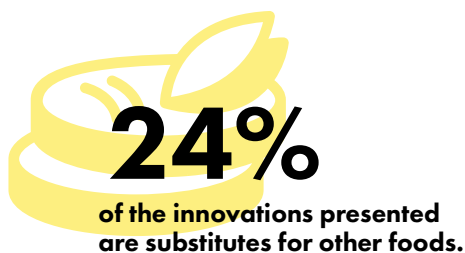
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# SIAL INNOVATION 2022

## 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

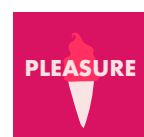
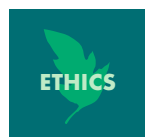
It is inevitable that rising global inflation will drive new offerings. This year, we are seeing some new products which, without being 'basic range' in terms of price, promote their affordability for the great majority of consumers... (put in context with the main learnings of SIAL Insight this year: '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:

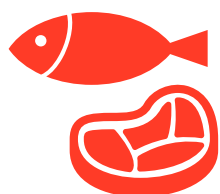
Conducted with SIAL's expert partners - Kantar, ProtéinesXTC and NPD - SIAL Insights reveals and explains the underlying trends that are (re)shaping the food and catering industries through the lens of a step change in the international context triggered by an unprecedented health crisis that has profoundly 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.



# THE SIAL INNOVATION AWARDS 2022

## 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

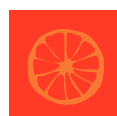
Spain

##### Launch date

September 2022

##### Selected for

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





## ALCOHOLIC BEVERAGES

### OLIBA GREEN BEER - THE EMPETRE 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

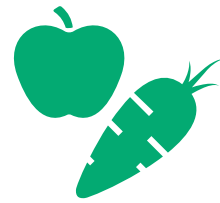
France

#### 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

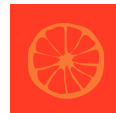
Thailand

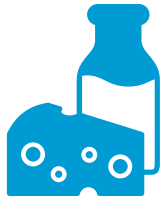
#### Launch date

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

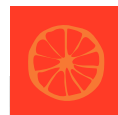
South Korea

#### 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

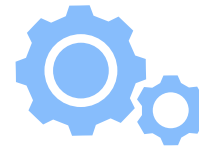
Denmark

#### 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

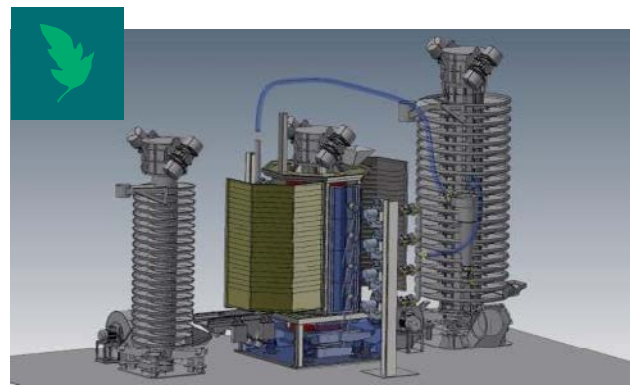
France

#### 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.



# THE SIAL INNOVATION AWARDS 2022

## SPECIAL AWARDS



### 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 of a kit for the preparation of sparkling water at home.





AGENCE  
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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](http://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.