

SIAL CANADA UNVEILS THE SIAL INNOVATION 2022 GRAND PRIZES!

SIAL INNOVATION

CONGRATULATIONS TO THE 2022 WINNERS!

Discover the Gold, Silver and Bronze winners, as well as the Special Sustainable Development Award!

The 3 Gold, Silver and Bronze winners will receive free visibility at all SIAL shows in the network and will also share 3 prizes offered by Nielsen (total value of \$20,000) and a space at SIAL Canada Toronto 2023. The special Sustainable Development prize will be awarded \$3,750 by Mitacs.

SOURCE : SIAL CANADA

Press Relation
Karine Vézina • BICOM Communications
karine@bicom.ca • +1 (514) 827-7748



GOLD MEDAL
Congratulations to **GROUNDUP ECO-VENTURES** for their line of flours and cooking mixes made from recycled ingredients, which won the SIAL Innovation 2022 Gold Grand Prize!
Why this product? Selected as a new example of circular economy made very accessible by the valorization of rejected ingredients into practical, nutritious and gourmet products.

groundupev.com



SILVER MEDAL
Congratulations to **MERJEX FOODS INC.** for their product **TEMPEHINE**, a line of organic, marinated and pre-cooked minced tempeh that won the SIAL Innovation 2022 Silver Grand Prize!
Why this product? Selected for the quality of its composition and the use of a new process that makes tempeh a very versatile ready-to-use ingredient and allows adding vegetable proteins to a wide variety of meals.

tempehine.ca



MBRONZE AWARD
Congratulations to **LA PRESSERIE** for their line of raw and unpasteurized vinaigrettes made from cold-pressed fruits and vegetables, which won the SIAL Innovation 2022 Bronze Grand Prize!
Why this product? Selected for their simple and natural composition, the use of fresh ingredients and the cold pressing process that adds sophistication to the products.

lapresserie.ca



SUSTAINABLE DEVELOPMENT AWARD
Congratulations to **PARAMO SNACKS** for their product **GOOD CHIPS**, organic beet and yacon chips with no added oil or sugar, which won the SIAL Innovation 2022 Special Sustainable Development Award!
Why this product? Selected for the naturalness and authenticity of the product resulting from the origin of the ingredients, the transformation process and the manufacturer's relevant commitments to sustainable development.

paramosnacks.com

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ABOUT SIAL INNOVATION



SIAL Innovation is the only international competition present in the four corners of the world. Made up of food professionals including Dana McCauley, SIAL Canada 2022's innovation ambassador, and chaired by Isabelle Marquis, Senior Food Strategist, the jury awards 10 finalists with 4 GRAND PRIZES including 1 SPECIAL SUSTAINABLE DEVELOPMENT PRIZE.

Montréal, April 20, 2022 - It was during the first day of the show at 10:30 a.m. directly on the SIAL Innovation space that the four grand prize winners of the prestigious SIAL Innovation competition were unveiled in front of the visitors and journalists!

A word from the jury president

Although food innovation can take on different faces and touch on multiple aspects of products, the candidates of the 2022 edition of the competition reminded us that an innovation does not have to be very complicated to allow a product to stand out and energize a category. An analysis of the selected products reveals three key themes that are strongly represented: sustainability, pleasure and practicality. Sustainability is really no surprise: this trend is growing rapidly and will certainly continue to be at the heart of the food industry's work for many years to come, since there is so much to do. On the pleasure side, I must point out the creativity of several manufacturers in reworking classics so that the pleasure of consuming these products is renewed, if not completely revisited. Also, the pandemic has left its mark through several ready-to-eat products with healthy attributes. Finally, beyond the ingredients and recipes, the manufacturing process plays an important role this year for several of the selected innovations.

"Despite the circumstances, the SIAL Innovation 2022 competition was a real success! And a first this year: the four winning companies are start-ups. Their innovations also have in common that they highlight a very strong trend this year and in the years to come: sustainable development. I wish them the best of success!"

Isabelle Marquis
Senior Food Strategist

ABOUT SIAL CANADA

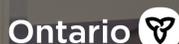
SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 10 trade shows, bringing together 16,700 exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), Agri-Food Export Group Québec-Canada and Comexposium, in addition to receiving support from Agriculture Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), as well as the United States Department of Agriculture (USDA).

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