

Unveiling The SIAL Innovation 2018 Finalists



Beijing, April 27, 2018 – SIAL China is proud to announce the 10 finalists for the SIAL Innovation 2018 Award. The Gold/Silver/Bronze Prize winners will be announced during SIAL Innovation Awarding Ceremony which runs at 3:30 pm-5:00 pm May 16th, 2018 in Hall E3.

Xavier Terlet, president and founder of XTC World Innovation, SIAL Innovation's partner, announced the selection of the 10 finalists earlier today. The 10 finalists were chosen from 164 excellent and innovative products by Jury pre-selection.

The 10 prize-winning products all touch on developments that are important to Asian and Chinese food industry. Each product aims to bring enjoyment and pleasure to consumers through quality ingredients and product design. The jury considered health, packaging and customer convenience for selecting the SIAL Innovation Finalists. Each product will undoubtedly be popular with consumers in stores and restaurants. Every finalist can be found at the SIAL China exhibition hall (booth numbers indicated below). These products can also be found in the SIAL Innovation area @ **Hall E3**.



Congratulations to the 10 finalists (in no particular order).

REVALA LTD - Ice Cream Powder for HoReCa and Factories with Probiotics

Country / Region: Estonia

Booth # E5 G 018

Mix for ice cream enriched with probiotics. Selected for the recipe enriched with probiotics.



Press team

Ms. Kate Ba

kate.ba@sialchina.cn

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UMBRIA TARTUFI - A.R. TARTUFI SRL - Truffle Tea

Country / Region: Italy

Booth # W3 E 059

Black tea with black truffle. With slices of dried truffle. Selected for the original pairing of black tea with black truffle.



TEA VENTURE / NOVELTEA - The Tale of Tangier and The Tale of Earl Grey

Country / Region: Britain

Booth # W2 D 066

Cold-brewed tea and spirit drink. 11% alcohol by volume. Gluten free. Vegan. Selected for the innovative recipe of cold-brew tea and spirit blend for drink.



CHENGDU MAYALAND TRADING CO., LTD - Mexico Avocado Honey

Country / Region: China

Booth # W1 A 057

Avocado honey. Selected for the recipe originality.



SAFE CATCH - Elite Wild Seasoned Tuna

Country / Region: USA

Booth # W2 G 086

Tuna with the lowest mercury level on the market. From sustainable fishing. Dolphin safe. GMO free. Hand-packed to retain nutrients and Omega 3. Paleo certified. Selected for the low mercury level in tuna.



SAPPE PUBLIC COMPANY LIMITED - ZEAMAX

Country / Region: Thailand

Booth # E4 B 018

Fish snack rich in protein, low in calories. 90% fish. Not fried. Selected for the healthy positioning for snacks.



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COMTEMP, LDA - BBQ Sauce with Porto Wine

Country / Region: Portugal

Booth # W3 C 087

Port wine barbecue sauce. Selected for the recipe of port wine sauce with a smoky flavor.



HSU SHENG FOOD ENTERPRISE CO., LTD. - Fresh Fruit Popsicles

Country / Region: Taiwan Region

Booth # E2 C 014

Sorbet stick with fresh fruit pieces. 100% natural. Selected for the addition of real fresh fruits in sorbet.



BEIJING ZHENWEIFANG FOOD CO., LTD - DELICIOUS Daily Nuts for Children 540g

Country / Region: China

Booth # W1 A 020

Mix of dried fruits and nuts in 27g convenient pouch for children. Selected for the healthy mix of nuts and dried fruits for children.



H.K.BAOZHISU GRO - Konjac Pueraria Red Bean Porridge with Coix Seed

Country / Region: Hong Kong Region

Booth # W3 D 004

Cereal dessert with functional and selected ingredients. Natural. Selected for the functional ingredients.



The members of the 2018 SIAL Innovation jury

- Mr. Xavier Terlet , President of XTC World Innovation
- Prof. Moon Junghoon, Seoul University
- Mr. Song Jun, More-V Flying Eagle Farm Investment Co., Ltd. (USA)
- Ms. Yu Fang, Food Global Industry Magazine

SIAL Innovation is the only international contest with a presence in the four corners of the world. Made up of food-industry experts, and held in partnership with XTC World Innovation, the jury rewards 10 finalists and hands out the Gold/Silver/Bronze Awards. All the winners will benefit from the unique opportunity of

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travelling the world by displaying their products in a dedicated area, called World Champions Tour, within all the SIAL network shows, which take place in Canada (Toronto and Montreal), China, Indonesia, France and the Middle East.

SIAL Innovation finalists and the World Champions Tour can be seen in hall E3 from 16 to 18 of May 2018.

The 2018 bronze, silver and gold SIAL Innovation awards will be named on the show on May, 16th at 3:30 pm in hall E3.

SIAL China 2018 Quick Facts

- Scheduled from May 16 to May 18, 2018, in Shanghai
- Held at the Shanghai New International Expo Centre
- Approximately 3,400 exhibitors, 110,000 professional visits, and 162,000 sqm of exhibition space
- For more information, and to register, visit www.sialchina.com

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About SIAL China

Organized by Comexposium, SIAL China is the biggest food and beverage show in Asia and an integral part of the SIAL Network, the leading global network of shows dedicated to the food and beverage industry, with seven shows (SIAL Paris, SIAL Canada, Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta and Food India) that bring together 14,000 exhibitors and 330,000 visitors from 194 countries.

About COMEXPOSIUM

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B

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events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain.