

SIAL CANADA UNVEILS THE 2016 SIAL INNOVATION GRAND PRIZE
9th edition

**Congratulations to Essence Desserts'
Assorted Chocolates!**



Montreal, April 14th, 2016 – Last night, on the occasion of the Export Group's agri-food industry networking evening, the **assorted chocolates with sorbet and ice cream centers by Essence Desserts, Canada - booth #823** were awarded the **SIAL Innovation 2016 Grand Prize**.

The SIAL Innovation contest: true support!

A \$135,000 value made available to winners:

- Nielsen will provide a **project worth \$50,000** to winners to help them get their product to market.
- The SIAL Network will provide an exhibition space for **free at all of the SIALs, including Paris**.

The grand-prize winner, will have the chance to travel around the planet as they visit all of the SIAL network's shows, which will be held in Canada, China, the Philippines, Indonesia, Paris and Abu Dhabi.

SIAL Innovation is the only international contest with a presence in the four corners of the world. Made up of food professionals and presided over by Xavier Terlet and the XTC World Innovation firm, the jury is made up of 10 finalists (refer to the list below for the 2016 results) and will hand out 1 Grand Prize. All of these products can be found at the SIAL Innovation space, **booth #1809**.

Recap of the 10 Finalists:

- **Heritage Ham Trio by Arturo Sánchez, Spain – Booth #1401**
In terms of taste, we were able to truly appreciate Spanish company Arturo Sánchez's Ham Trio, know as Heritage. This product offers up a veritable initiation via tasting, through three *bellota* hams that were cured using different techniques. Served in a limited-edition box, the Ham Trio is the perfect gourmet gift!
- **Assorted Chocolates with Sorbet and Ice Cream Centers by Essence Desserts, Canada – Booth #823**
Fantastic taste and a welcome touch of originality is what you'll find in these ice cream- and sorbet-filled chocolates, made available by Essence Desserts (Canada). They're not just chocolates, and not simply frozen delights, but a delicate marriage of both of these sweet treats. Seven flavours can be found inside the box, including some that are sure to push the limits of a sensory experience, for example: passion fruit.
- **Chios Gardens Fruit Juices, England – Booth #2505**

The jury appreciated the Chios Gardens fruit juices by Market Sage, thanks to their original positioning. Each juice box is presented with the number of fruits that were pressed to make its contents. So, a given container might be made up of juice from 12 oranges, 26 mandarins, or even a blend that includes 5 oranges, 4 apples and a peach.

- **Date Bites by Bard Valley, United States – Booth #910**

Enjoyment and health can easily align, and U.S. company Bard Valley Medjool Dates proves it with its Date Rolls that are coated in tiny crunchy pieces. Produced on the border between California and Arizona, these dates are rich in vitamins, minerals and fibre and are available in four gourmet versions that play with taste and texture, as well as a variety of coating options. They're sold in an easy-to-carry package and can be enjoyed as a light snack that's both gourmet and healthy.

- **Salmon Tartare by Grizzly, Canada – Booth #723**

While they may seem they're unrelated, Canadian company Fumoir Grizzly's Salmon Tartare brings together health and taste. Since it's frozen, the product is very practical, but is also rich in protein and low in calories. Its citrus marinade, which is sold separately, provides it with a pleasant touch of acidic freshness.

- **Et Voilà! Camelina Oil by Olimega, Canada – Booth #215A**

Healthy eating is brought to the fore yet again thanks to Et Voilà! Camelina Oil by Canadian company Olimega. Camelina oil has very high levels of fatty acids, including omega-3, as well as omega-6 and omega-9. This oil is ready for all types of use and is sure to satisfy the growing number of us trying to keep an eye on what we eat.

- **Snack-Format Ham by Arturo Sánchez, Spain – Booth #1401**

Today, practicality is a paramount issue for consumers. The jury members particularly appreciated a snack product by Spanish company Arturo Sánchez, which has contributed two finalists this year. The product is a ready-to-eat, individually portioned version of its Iberian ham.

- **Poutine Bites by St-Hubert, Canada – Booth #2647**

Practicality is again the order of the day with Canadian producer St-Hubert's Poutine Bites. Frozen bites of cheese in a brown sauce that are wrapped in a potato coating, they're sold in 335-gram boxes which are ready to be shared anytime. A great idea for a pre-dinner treat!

- **Smoked Salmon and Cream Cheese Cake by Bleumer, Canada – Booth #2634**

Speaking of pre-dinner options, one shouldn't overlook the Bleumer smoked salmon cake by Food Momentum (Canada). This cheesecake-style smoked-salmon treat has the advantage of coming in a plate that features 24 pre-cut individual slices.

- **MesurACC Labelling Verification System by Étiquetage ACC Inc., Canada – Booth #2630**

And finally, this year, the contest also welcomes innovations from the processing, packaging and technical fields. Our experts took note of the MesurACC food-label verification system, a tool that was designed to check that labelling adheres to regulatory typographical requirements. Simple and effective, this system will definitely come in handy for professionals.

Jury President: Xavier Terlet, President and Founder of [XTC World Innovation](#)

The members of the 2016 SIAL Innovation jury:

- **Jean-Pierre Lemasson**, Associate Professor at UQAM
- **Marie-France Gibson**, Vice-President of Metro
- **Isabelle Huot**, Nutrition Specialist
- **Véronique Morin**, Executive Analyst at Nielsen
- **Jonathan Garnier**, Chef-Owner at La Guilde Culinaire
- **Yves Moscato**, Executive Chef at Produits Alimentaires Berthelet
- **Bruno Ponsard**, Executive Director of ITEGA
- **Guillaume Lussan**, Food-Service Consultant at WSP

Thank you to our SIAL Innovation partners:



About SIAL Canada

SIAL Canada is the only show to offer up a complete range of food-related products, all under one roof – and in so doing, simultaneously fulfils the needs of the retail, food-service, and food-processing sectors. It's an ideal “one-stop shop” experience that's one-of-a-kind in North America.

SIAL Canada at a Glance:

- A total surface area of more than 200,000 square feet – for the first time, the entire 2nd floor has been reserved.
- 928 exhibitors from nearly 50 countries
- Growth of 21% in terms of exhibitor-reserved space
- 15,000 expected visitors from 60 countries
- More than 50 workshops and conferences at the show, including a summit on food service costing: SIAL Food Hub.

It is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, ExpoVinis Brasil, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.

SIAL Canada is the only show with support from Agriculture and Agri-Food Canada; the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec; and the Ontario Ministry of Agriculture, Food and Rural Affairs.

Source:
SIAL Canada

Press relations:
Sarah Massariol
Contact: BICOM Communications
smassariol@bicom.ca // (514) 223-6770