

## SIAL Canada Unveils 2016 Innovation Finalists

BY GROCERY HEADQUARTERS



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In anticipation of the SIAL Canada show, which will be held April 13-15 at the Palais des Congrès in Montreal, SIAL Innovation's international jury convened on March 15 at SIAL Canada's Montreal headquarters to select 10 finalists for the SIAL Innovation 2016 Grand Prize.

"It wasn't easy. All types of experts were gathered around that table. Chefs, distribution experts, nutritionists, as well as marketing and innovation specialists—all debating and defending for their favorite products, all the while exhibiting a critical spirit by casting aside false innovations. In short, the jury did an amazing job," says Xavier Terlet, president of the SIAL Innovation jury.

For this reason, the 2016 SIAL Innovation prize list is perfectly balanced, say show organizers. All added value products are represented in one way or another. "For us, the most important thing is that innovation offers customers a new benefit, whether it be for sheer enjoyment, health, shape, usefulness or even civic rights and ethics. It's a fair bet that these 10 products will find their ways onto shelves and into restaurants," Terlet adds.

The 10 SIAL Innovation finalists include:

- Heritage Ham Trio by Arturo Sánchez, Spain (booth 1401). This product offers up a great introduction to its products via tasting thanks to three bellota hams cured using different techniques. Served in a limited-edition box, the Ham Trio is the perfect gourmet gift, say officials.
- Assorted Chocolates with Sorbet and Ice Cream Centres by Essence Glacier, Canada (booth 823). The ice cream and sorbet-filled chocolates by Essence Glacier (Canada) are not only chocolates nor simply frozen delights, they are a delicate combination of these two sweet treats. Available in seven flavors, including passion fruit that will surely create a sensory experience.
- Chios Gardens Fruit Juices, Greece (booth 2505). The jury appreciated the Chios Gardens fruit juices by Market Sage for their unique positioning. Each juice features the number of fruits pressed to make its contents. Each juice box includes 12 oranges, 26 mandarins, or even a blend of 5 oranges, 4 apples and a peach.
- Date Bites by Bard Valley, United States (booth 910). Bard Valley Medjool Dates with its Date Rolls are coated in tiny crunchy pieces. Produced on the border of 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). In another industry, Canadian company Fumoir Grizzly's Salmon Tartare also 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 a touch of acidic freshness.
- Et Voilà! Camelina Oil by Olimega, Canada (booth 215A). Camelina oil has very high levels of fatty acids, including omega-3, as well as omega-6 and omega-9. The oil can be used for all types of cooking and will surely satisfy health-conscious consumers.
- Snack-Format Ham by Arturo Sánchez, Spain (booth 1401). As today's consumers value practical products, the jury truly appreciated Arturo Sanchez's convenient snack product, who won over the jury twice. The product is a ready-to-eat, individually portioned version of its Iberian ham.
- Poutine Bites by St-Hubert, Canada (booth 2647). Frozen bites of cheese in a brown sauce wrapped in a potato coating, these 335-gram boxes are ready to be shared at any time.
- Smoked Salmon and Cream Cheese Cake by Bleumer, Canada (booth 2634). The cheesecake-style smoked salmon delight features 24 pre-cut individual slices on a platter.
- MesurACC Labelling Verification System by Étiquetage ACC Inc., Canada (booth 2630). This year, the contest also welcomed innovations from the processing, packaging and technical fields. Experts considered the MesurACC food-label verification system, a tool designed to ensure labelling respects regulatory typographical requirements. Simple and effective, this system will definitely come in handy for professionals.

These products can be found at the SIAL Innovation space, booth 1809, and all visitors will be able to ask experts their questions while checking out the observatory and helping in the filming of short videos. As special visitors, journalists will also have the chance to attend the official tasting for the grand winner in the show's media area.

The members of the 2016 SIAL Innovation jury include:

- Jean-Pierre Lemasson, associate professor at UQAM
- Marie-France Gibson, vice-president of Metro
- Isabelle Huot, nutritionist
- Véronique Morin, executive analyst at Nielsen
- Jonathan Garnier, chef at La Guilde
- Yves Moscato, executive chef at Produits Alimentaires Berthelet
- Bruno Ponsard, executive director of ITEGA
- Guillaume Lussan, foodservice consultant at WSP