



## **SIAL CANADA UNVEILS THE 2018 SIAL INNOVATION GRAND PRIZES!**

**Montreal, May 3<sup>rd</sup>, 2018** – Yesterday, in the SIAL Innovation space at 10:30AM. during the first day of the show, the three big winners of the prestigious SIAL Innovation contest were unveiled to visitors and media!

Congratulations to **THREE FARMERS**, for its **GOLD-WINNING roasted green peas** – CANADA, booth #215, which **won the 2018 SIAL Innovation Grand Prize!** **Why this product?** A protein-packed, low-fat snack of roasted (not fried) green peas. Rich in fiber and minerals. Nut-, gluten- and GMO-free.

### **INNOVATIVE QUALITIES**

Technology / Manufacturing process  
Market positioning / Merchandising



### **TRENDS**

Slimming, Natural, Variety of senses



Congratulations to **CUCINA & AMORE**, for its **SILVER-WINNING ready-to-eat vegan meals** – UNITED STATES, booth #2636, which **won the 2018 SIAL Innovation Grand Prize!** **Why this product?** Meals that are storable at room temperature. Gluten-free and high in fiber. Pasta replaced by cauliflower “rice”.

### **INNOVATIVE QUALITIES**

Recipe / Ingredients  
Packaging



### **TRENDS**

Medical, Variety of senses, Plant-based



Congratulations to **CRICKSTART**, for its **BRONZE-WINNING cricket-based protein bars** – CANADA, booth #623, which **won the 2018 SIAL Innovation Grand Prize!** **Why this product?** Organic protein bars made from cricket flour. Also contains seed butters and hemp for a rich texture.

### **INNOVATIVE QUALITIES**

Recipe / Ingredients



### **TRENDS**

Environment-friendly, Medical, Natural,  
Variety of senses



Congratulations to **IMPRESS FOODS**, for its **ORGANIC-PRIZE-WINNING raw, organic gazpachos** – CANADA, booth #2805, which **won the SPECIAL ORGANIC 2018 SIAL Innovation Grand Prize!** **Why this product?** Cold, drinkable soup; raw and organic. Source of fiber and low in sodium. Gourmet, original recipes.

### **INNOVATIVE QUALITIES**

Recipe / Ingredients  
Technology / Manufacturing process



### **TRENDS**

Environment-friendly, Natural, Sophisticated





Congratulations to **TREE ISLAND GOURMET YOGURT**, for its **PACKAGING-PRIZE-WINNING** yogurt from grass-fed cows – CANADA, booth #2355, which **won the SPECIAL PACKAGING 2018 SIAL Innovation Grand Prize!** Why this product? Made from whole milk from grass-fed cows and fruits grown in Canada. Doesn't contain milk powder or thickening agents. 25% less sugar, more fruit.

**INNOVATIVE QUALITIES**

Recipe / Ingredients  
Packaging

**TRENDS**

Environment-friendly, Slimming, Natural



**The SIAL Innovation Contest: Exceptional Visibility for Businesses**

**\$20,000 value to the Grand-Prize Winners:**

- The 3 Gold, Silver and Bronze grand-prize winners for 2018 will receive a free space at each of the SIAL Network's exhibitions and will equally divide \$20,000 FROM NIELSEN.
- The SIAL Network will provide an exhibition space for **free at all the 2018 SIALs—in China, the Philippines, India, Abu Dhabi, and Paris.**

SIAL Innovation is the only international contest with a presence in the four corners of the world. Made up of food professionals, including SIAL Canada 2018 food-innovation ambassadors Dana McCauley and Isabelle Marquis, and presided over by Xavier Terlet and the XTC World Innovation firm, the jury rewards 10 finalists (refer to the list below for the 2018 results) and hands out 3 GRAND PRIZES, including 1 SPECIAL ORGANIC PRIZE AND 1 SPECIAL PACKAGING PRIZE. All of these products can be found at the SIAL Innovation space, **booth #3202.**

**Thank you to our SIAL Innovation partners:**



**Read more about our jury members by visiting: <https://sialcanada.com/en/concours-sial-innovation/>**

Follow SIAL on social media: LinkedIn, Facebook, Instagram, 2018. New! **SIAL TV's 1<sup>st</sup> edition at SIAL Canada in Montreal** will be presented by **Julie Miguel and Bernard Lavallée**. They will be interviewing the finalists and experts. Tune in at [sialcanada.com](http://sialcanada.com).

**About SIAL Canada**

SIAL Canada, which includes the SET equipment and technology section, is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with seven shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD Jakarta, and the all-new Food India Inspired by SIAL) and brings 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.

Source:  
SIAL Canada

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**Reminder: All members of the media, journalists and bloggers have free-of-charge access to the Show's conferences. Get in touch with us to reserve your space!**



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Recommend SIAL Canada on Twitter through #SIALMTL2018 and #SIALCanada, on Facebook, LinkedIn, and Instagram