

SIAL CANADA UNVEILS THE 2019 SIAL INNOVATION GRAND PRIZES!



Montreal, April 30, 2019 - On the first day of the show at 10:30 am and directly on the SIAL Innovation space, the three big winners of the prestigious SIAL Innovation contest were unveiled in front of visitors and journalists!

GOLD WINNING

Congratulations to **UNBUN KETO FOODS** for its product **VEGAN KETO BUNS**, which won the 2019 SIAL Innovation Gold Grand Prize!

Why this product? Unbun is truly unique. It is appropriate for consumers who seek products that are paleo, grain-free, starch-free, vegan, keto and gluten-free but it also taste great to consumers accustomed to eating conventional bread.

INNOVATIVE FEATURE: Component, recipe
TREND : Vegetal, health
BOOTH :1311
COUNTRY : CANADA
PROVINCE : ONTARIO

ketobuns.com



SILVER WINNING

Congratulations to **Yummy Doh** for its product **RAW COOKIE DOUGH**, which won the 2019 SIAL Innovation Silver Grand Prize!

Why this product? Two treats in one! Yummy doh is a vegan cookie dough product that is safe to eat raw and that can also be baked into crispy cookies

INNOVATIVE FEATURE: Component, Recipe
TREND: Sophistication, Vegetal, Natural
BOOTH: 949
COUNTRY: CANADA
PROVINCE: QUEBEC

yummydoh.com



TORONTO
APRIL 30 TO MAY 02, 2019
ENERCARE CENTRE



BRONZE-WINNING

Congratulation to **Lofbergs Canada Inc** for its product **ICE**, which won the 2019 SIAL Innovation Bronze Grand Prize!

Why this product? Creating an oatbased creamy, smooth textured coffee drink is a big technical accomplishment but putting that drink into a sexy, cylinder-shaped cardboard package makes this product doubly noteworthy!

INNOVATIVE FEATURE: Packaging, Manufacturing Process

TREND: Variety of Senses, Natural, Solidarity, Ecology

COUNTRY: CANADA

PROVINCE: ONTARIO

BOOTH : 905

Lofbergs.ca



HOPEFUL PRIZE



PARTAKE BREWING for its product **PARTAKE PALE ALE – CRAFT NON-ALCOHOLIC BEER**, which won the 2019 SIAL Innovation Hopeful Grand Prize!

Why this product? Using a proprietary process, Partake creates a craft brewery quality ultra-low calorie, non-alcoholic ale that appeals to people on specialty diets who still want to enjoy great tasting beer.

INNOVATIVE FEATURE: Component, Recipe

TREND: Sophistication, Slimness

COUNTRY: CANADA

PROVINCE: ALBERTA

BOOTH: 133

Drinkpartake.com



The SIAL Innovation Contest: Exceptional Visibility for Businesses

What did the winners win?

- The three Gold, Silver, and Bronze 2019 grand-prizes winners will equally divide \$20,000 from NIELSEN.
- The Hopeful prize will receive a discover booth on SIAL Canada 2020 (value: \$ 3,900)
- The SIAL Network will provide a free exhibition space in all the 2019 SIALs—in China, the Philippines, India, Abu Dhabi, and Paris in 2020. SIAL Innovation is the only international contest with a presence all over the world. Made up of food professionals, this contest is presided over by Dana McCauley, Blue Unicorn CEO and Xavier Terlet, from XTC World Innovation firm. The jury rewards 10 finalists and hands out three GRAND PRIZES.
- New this year: the HOPEFULL PRIZE dedicated to the food start-ups.
- All of these products can be found at the SIAL Innovation space, booth #625.

THANK YOU TO OUR SIAL INNOVATION PARTNERS:

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mes goûts, mes choix, mes passions
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About SIAL Canada: Organised by Comexposium Group, SIALCanada is one of the members of SIAL Network, the world's biggest network of trade fairs dedicated to food and drink. It sleight regular exhibitions (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta, and SIAL India in New Delhi) bring together 14,535 exhibitors and 359, 800 visitors from 194 countries.

About Comexposium: The Comexposium Group, a world leader in events organisation, is involved in more than 170 BtoC and BtoB events, covering 11 sectors of activity as varied as the food industry, agriculture, fashion, homeland security, construction, high-tech, optics and transport. Comexposium plays host to 45,000 exhibitors and more than 3 million visitors in 23 countries around the world.

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