

THE PITCH COMPETITION WINNERS

On the third day of the virtual show, the Pitch Competition ceremony took place, bringing together more than 50 participants. This competition is incredibly close to SIAL Canada's heart—and the hearts of its partners Niagara College Canada, Mitacs, Nielsen, CTAQ, the City of Montreal, Mycélium, and Sobeys—who are keen to support up-and-comers!

Congratulations to **Art Kombucha**, which won **first prize in the food company category!**
Why this start-up? Its innovative concept completely aligns with current food trends, matches consumer demand, and meshes very well with social and cultural consumption habits. It features impressive biochemistry that lets it achieve the desired alcohol levels and a process that's ready to be scaled up—which includes sterile filtration to ensure food safety. The jury members were very excited to taste it!

Congratulations to **Novagrow**, which won **first prize in the technology company category!**

Why this start-up? It offers a product aligned with food, health, and culinary trends by allowing consumers to grow vegetables, herbs, and microgreens anywhere in their homes! Up to 6 varieties can be grown at a time using this technology. Critical elements, such as water and light, are automatically controlled for improved results. Its strong marketing potential completely won over the jury members!

Congratulations to **Les Snorôs**, which won **second prize in the food company category!**

Why this start-up? It provides an incredible waffle made from “ugly” vegetables. It's also grounded in the main drivers of innovation: nutrition and sustainability. The product is ready to be scaled up and brought to market.

Congratulations to **Bello Solutions**, which won **second prize in the technology company category!**

Why this start-up? Bello Solutions has created a sustainable product by purifying water, limiting the use of water bottles, and even stimulating creativity. Consumers can personalize the flavours of their drinks and even add minerals if they want. The jury members can't wait to explore all the flavours, minerals, and more!