

# A LOOK BACK TO THE 2023 EDITION OF THE START-UP PITCH COMPETITION

## SIAL START-UP

### CONGRATULATIONS TO THE 2023 WINNERS!

Discover the first and second place winners in the Food or Beverage category, as well as the first place winner in the Packaging, Technology or Service category!

**First place in the Food or Beverage category** will receive CAD \$10,000 grant in products or services offered by NielsenIQ, as well as 100sq.ft. barestand booth at SIAL Montreal 2024 (May 15-17, 2024).

**Second place in the Food or Beverage category** will receive 20 hours consultation from Niagara College Canada, as well as 50sq.ft. barestand booth in the Start-up Village at SIAL Montreal 2024 (May 15-17, 2024).

**First place in the Packaging, Technology or Service category** will receive two vouchers of CAD \$1,500 off two internship units at Mitacs for a R&D project worth CAD \$15,000 per internship, 20 hours consultation offered by Niagara College, and 100sq.ft. barestand booth at SIAL Montreal 2024 (May 15-17, 2024).



#### Congratulations to Souper Troopers : 1st Prize - Food or Beverage Category



A unique delicious shelf-stable chicken broth that satisfies the consumer demands and meets the food safety and quality standards. The chicken broth comes in an impressive light single-serving packaging, and the end-consumer would just need to add hot water. It is the perfect product for "broth cravings" at anytime. Souper Troopers offers the following options: chicken broth, beef broth and a vegan broth. The outstanding organoleptic attributes of a traditional broth are offered in a shelf-life stable product that enables distribution, e-commercialization and a long retail life Souper Troopers showed not just a unique novel delicious shelf-stable product but also a great market understanding for business growth.

[soupertroopers.org](http://soupertroopers.org)

"We are so happy to win the Sial 2023 pitch competition! After many years of product development with a strategic focus on consumer preferences, it was a great opportunity for us to present it to a larger audience at the show and receive acknowledgement that we are on the right track. Looking forward to Sial 2024 in Montreal. Congratulations to all the other participants and winners!" **Maria Albanese, Co-Founder of Siip**



#### Congratulations to The Heal Tea : 2nd Prize - Food or Beverage Category



Healtea satisfy a thirsty market for better products. Healtea selects combinations of key organic functional ingredients that provide a unique consumer experience. Healtea products follow the current market trends and demands, therefore they are organic, made in Canada, low-carb, plant-based, and caffeine-free. Healtea overcomes a historical technical challenge for herbal teas in cans that is to offer an acidified safe product in can with an impressive organoleptic profile. Moreover, Healtea is an environmental conscious brand that utilizes recyclables material for packaging. It is clear that the chances of commercialization and growth are shocking high for healtea.

[thehealtea.com](http://thehealtea.com)

"Thank you so much for the most amazing event and for the prize! It was truly elevating and a powerful expo, we appreciate each one of you who helped our Healtea Botanical infusions shine" **Leila Cairns, Co-Founder of The Healtea**



#### Congratulations to Spatula Foods: 1st Prize - Category Technology or Service



Spatula offers a service that was missing in the current food culture of convenience, Spatula offers delicious frozen foods that are prepared much faster than other traditional meal kits. Spatula works with local restaurants and top local chefs to turn their recipes into gourmet flash frozen ready meals. Spatula not just offers an impressive service but also answers to a pressing customer demands in regard to meal preparation convenience. Spatula offers a service that is half of the cost of food delivery, 5 times faster than traditional meal kits and products that are organoleptically outstanding.

[spatulafoods.com](http://spatulafoods.com)

"We are grateful to have been given the opportunity to participate in the pitch competition, and honoured to be able to take home the first-place prize! Thank you to all of the judges, panelists, and organizers of this competition. This prize further validates our business and product, and fuels our confidence to grow SPATULA across Canada!"

**Ian Weng, Co-Founder of Spatula**

Pitch Competition Partners:



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# WINNERS PITCH COMPETITION 2023



## ABOUT THE PITCH COMPETITION

On the second day of the show at 10:00 a.m., the highly anticipated Pitch Competition began, featuring 15 exhibitors from the Start-Up Village, a space sponsored by the City of Toronto. An innovative format, where start-ups competed against each other and had 3 minutes to seduce the jury in two categories: Food & Beverage and Technology & Service. This competition is particularly important to SIAL Canada and its partners Niagara College Canada, Nielsen IQ, Mitacs, Farm Credit Canada (FCC), the City of Toronto, Group KenBri, Jonluca Neal and Sobeys, who want to support the succession and development of start-up companies!

### A word from the jury president

"It is positively shocking to see what start-ups bring to the Pitch competition and I was amazed by the potential and rapid business growth of entrepreneurs. Innovators were not just satisfying customer demands, but they were also conscious of environmental sustainability and community economic driver solutions. The pitch competition is a true platform that enable innovators to present novel concepts to key jury members for identification of challenges and opportunities"

Dr. Ana Cristina Vega Lugo  
Scientific Director - Niagara College Canada

## ABOUT SIAL CANADA

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 12 trade shows, bringing together 17,000+ exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), Agri-Food Export Group Québec-Canada and Comexposium, in addition to receiving support from Agriculture Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), as well as the United States Department of Agriculture (USDA).

SOURCE : SIAL CANADA  
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## THANK YOU TO OUR PARTICIPANTS !



### Food or Beverage Product: 11 participants and 2 winners

Thanjai Snack, YEHS Innovation, Milzui, Freezochino, The Heal tea, Milksta, Happy Pops, Souper Troopers, Mah Group, Two bears, Nadiyya

### Technology or Service: 4 participants and 1 winner

Mely.ai, Soralink, Spatula Foods, Vilhemp

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