



CONGRATULATIONS TO THE 4 SIAL INNOVATION 2025 WINNERS



A WORD FROM JO-ANN MCARTHUR, Co-Chair of the SIAL Innovation jury



" This year's SIAL Innovation finalists showed that indulgence and wellness are no longer opposites - they coexist. We saw a new wave of products that are "better for you" without sacrificing taste. Clean labels, upcycled ingredients, and bold' global flavours stood out - but it's the storytelling behind each product, from farm to table, that really connected. Consumers are looking for more than just ingredients - they want meaning."



BOOTH #938 BUTTERY-FLAVOURED CAMELINA OIL

OLIMÉGA - SIGNÉ CAMÉLINE

Virgin Camelina oil with a buttery taste. Cold-pressed, non-GMO, rich in Omega 3 and vitamin E.

Selected for its clean-label & functionality with omega 3 and vitamin E while having a natural butter smell and flavour.

signecameline.com



BOOTH #2217.11 AMAZAKE COCOA SPREAD

LA BRASSERIE SAN-O SAKE | SAN-O

No sugar-added spread made with cocoa and amazake, a traditional Japanese fermented rice. Naturally sweet, dairy-free, nutrient-rich and vegan.

Selected as an indulgent but better-for-you spread with fermented rice providing the sweetness.

labrasseriesan-o.ca



BOOTH #707 FARINA DI POMODORO

SAPORI ANTICHI - Casa Muraca

Tomato flour from circular economy. Made with tomato skins upcycled during the production of the brand's tomato sauce.

Selected for being an upcycled product using tomato skins from sauce production.

saporiantichi.it



BOOTH #444 BOX : FRIED STYLE RICE

FLOATING LEAF FINE FOODS

THE RICE STUFF BOX

On-the-go rice dish to eat directly from the box.

Selected for its unique single-serve in a flat cardboard box instead of the usual cup, taking less space while being structurally sound.

thericestuff.ca



This year's SIAL Innovation winners were awarded a tailored mix of visibility and strategic support to help accelerate their commercial development. Prizes included access to NielsenIQ data tools (MTOS, Consumer Reports, expert sessions), booth discounts for SIAL Montréal 2026, and media features in Western Grocer, L'Actualité Alimentaire, and The Food Professor Podcast. In addition, the three winning products will be showcased for one year at SIAL Network trade shows around the world. A heartfelt thank-you to our valued partners NielsenIQ, Western Grocer, and L'Actualité Alimentaire for celebrating innovation and empowering food and beverage companies to grow beyond borders.

Competition Partners

NOURISH
food marketing

Protéines XTC
creative scientists & brand activists

Diversity

co-op

Longo's

L'actualité
ALIMENTAIRE

western
grocer

isa.M

COMPASS
GROUP

Giraffe Foods
A Symrise Group Company

NIQ

SIAL

TATE & LYLE

pac
global

75
anniversary

Canada
Country of Honour Partners

Institutional Partners

CANADA
QUALITY IS IN OUR NATURE

Québec

Ontario

GROUPE EXPORT
Agroalimentaire + Agri-food

CTAQ

CTAQ 25

USDA

TORONTO

NIQ

Daily Bread
Food Bank

EDC

CANADA
QUALITY IS IN OUR NATURE

MNP