



# 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](https://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](https://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](https://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](https://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



#### Institutional Partners

Canada  
Country of Honour Partners

