

Unveiling The SIAL Innovation 2017 Finalists



Beijing, May 2, 2017 – SIAL CHINA is proud to announce the 10 finalists for the SIAL Innovation 2017 Award. The Gold/Silver/Bronze Prize winners will be announced during SIAL Innovation Awarding Ceremony which runs at 3:30pm-5:00pm May 17th, 2017 in Hall E3.

Xavier Terlet, president and founder of XTC World Innovation, SIAL Innovation's partner, announced the selection of the 10 finalists earlier today. The 10 finalists were chosen from 212 excellent and innovative products by Jury pre-selection.

The 10 prize-winning products all touch on developments that are important to Asian and Chinese food industry. Each product aims to bring enjoyment and pleasure to consumers through quality ingredients and product design. The jury considered health, packaging and customer convenience for selecting the SIAL Innovation Finalists. Each product will undoubtedly be popular with consumers in stores and restaurants. Every finalist can be found at the SIAL China Tradeshow (booth numbers indicated below). These products can also be found in the SIAL Innovation area @ **Hall E3**.



Congratulations to the 10 finalists (in no particular order):

JINGSU HESHUN FOODS CO., LTD – BallBall (Beef Ball Product)

Country: China.

Booth # E6 B 089

Meatballs in a refined packaging. Selected for the packaging design.



INNER MONGOLIA YILI INDUSTRIAL GROUP LIMITED BY SHARE LTD –

Chocliz Qixuan Mint Chocolate Crisp Layer + Tiramisu Ice Cream

Country: China.

Booth # E5 F 062

Tiramisu ice cream bar with colorful mint-flavored chocolate coating. Made with Belgian chocolate. Selected for the indulgent recipe.



RUBY'S NATURALS.INC – Fruit & Veggie Pops

Country: USA.

Booth # W1 A 056

Fruit and vegetables lollies. No added sugar. Low calorie. Made with organic ingredients. GMO free. Enriched with probiotics. Pack of 6. Selected for the fruit and vegetable blend for lollies.



QINGDAO RUICHENG INTERNATIONAL TRADE GROUP CO.LTD – Numerous Types of Frozen Foods

Country: China.

Booth # E3 D 048

Ice cream in a drink pouch. Selected for the convenient packaging.



Kugi Foods Co.Ltd – Quinoa Fiber Cereal Beverage

Country: Taiwan Region, China.

Booth # E2 G 012

Quinoa Fiber Cereal Beverage contains 3 different flavors, Almond and Lotus Seed, Purple Potato and Red Bean and Black Bean and Sesame. It is mixed with quinoa flakes and rich in fiber but in low calories. It's selected for the nutritional drink made with quinoa and other functional ingredients.



SAN REMO – San Remo Pulse Pasta Spaghetti

Country: Australia.

Booth # W1 E 078

Pulse Pasta is made with lentils, peas, borlotti beans, chickpeas and enriched in soluble fiber. It is also gluten free and low in carbohydrates. It is selected for the pulse-based recipe for pasta.



SAPMER – Sashimi Tuna Filet

Country: Mauritius.

Booth # W3 E 074

Sashimi tuna filet. Frozen. Serve raw as sashimi or cooked. It is selected for the sashimi positioning.



SILK – Silk Original Skinned Walnut

Country: China

Booth # E5 E 058

Silk Original Skinned Walnut is a kind of nut drink enriched in nutrients and calcium. It's selected for special drink recipe made with nuts.



IC CORE – Vikingur

Country: Iceland

Booth # W3 B 074

Rich in protein, IOC CORE is a food supplement made with dry fish floss from sustainable fishing and is suitable for baby older than 8 months to eat. It's selected for the offer of fish-based food supplement and the positioning.



GEOTHINK ECOTECH (Shanghai) Co., Ltd – Wheat Green Juice

Country: China.

Booth # E4 D 075

Functional wheat grass drink, prepared using Japanese technology. Helps maintain intestinal balance and promotes metabolism. Selected for the functional recipe made with wheat grass.



The members of the 2016 SIAL Innovation jury

- Xavier Terlet , President of XTC World Innovation
- Cecile Chen, Responsible Marketing of Ouh La La France Co Ltd
- Professor Junhoon Moon, Seoul National University
- Fang Yu, Food Global Industry magazine

SIAL Innovation is the only international contest with a presence in the four corners of the world. Made up of food-industry experts, and held in partnership with XTC World Innovation, the jury rewards 10 finalists and hands out the Gold/Silver/Bronze Awards. All the winners will benefit from the unique opportunity of travelling the world by displaying their products in a dedicated area, called World Champions Tour, within all the SIAL network shows, which take place in Canada (Toronto and Montreal), China, the Philippines, Indonesia, France and the Middle East.

SIAL Innovation finalists and the World Champions Tour can be seen in hall E3 from 17 to 19 of May 2017.

The 2017 bronze, silver and gold SIAL Innovation awards will be named on the show on May, 17th at 3:30 pm in hall E3.

SIAL CHINA 2017
17 - 19 May, 2017
Shanghai New International Expo Centre
www.sialchina.com

Join us on:



www.facebook.com/SIALChina



www.twitter.com/SIALChina



www.linkedin.com/groups/SIAL-CHINA-3753291



SIAL China WeChat



SIAL China Weibo

About SIAL China

Organized by Comexposium, SIAL China is the biggest food and beverage show in Asia and an integral part of the SIAL Network, the leading global network of shows dedicated to the food and beverage industry, with seven shows (SIAL Paris, SIAL Canada - Montreal and Toronto, SIAL China, SIAL Middle East, SIAL ASEAN Manila and SIAL Interfood in Jakarta) that bring together 14,000 exhibitors and 330,000 visitors from 194 countries.

About COMEXPOSIUM

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain.

Press team

Ms. Kate Ba

kate.ba@sialchina.cn

Comexposium - Sial Exhibition Co., Ltd.