



UNVEILING THE SIAL INNOVATION 2014 FINALISTS

Montreal, March 12th, 2014 – In anticipation of the SIAL Canada show, which will be held on April 2nd to 4th at the Palais des congrès de Montréal, SIAL Innovation's international jury met yesterday in Montreal to select the contest's 10 finalists for the SIAL Innovation 2014 Grand Prize. To keep up with all the latest information, you can download the **SIAL Canada mobile application** and follow SIAL on social media ([LinkedIn](#), [Facebook](#), [Twitter #SIAL2014](#), [YouTube](#) and [Google+](#)).

The President of the SIAL Innovation Jury, Xavier Terlet, Has the Pleasure of Unveiling the 10 Finalists:

"2014 will be another excellent year for innovation at SIAL Canada – quantitatively excellent, thanks to a record-breaking 50-plus innovations preselected and presented to the Grand Jury, which met on March 4th in Montreal.

The opinions were sometimes quite contentious; other times, rather similar. The final list that emerged though, was unanimous: ten innovations that perfectly reflect the trends found among the latest of what North America has to offer.

Firstly, it's important to note that, each in their own way, the 10 prize-winning products bring consumers enjoyment: Such is the case with the green-tea Asian noodles (**I-D Foods**), the maple sugar with a variety of original flavours (**Y Olive**), this year's award-winning infusions: fruits, flowers and herbs (**Basilur Tea**), and the spring-summer collection (**Trans-Herbe**) or with the astounding line of pickled vegetables (**Safie Specialty Foods Company**). More strong sensations await, with this Hot Sauce and its beautifully packaged bottle (**Southern Art**). Enjoyment can also be found in those little moments of happiness that consumers seek out, and which food can provide. This is why the jury appreciated the quality, practicality and flavour of Gü's sophisticated desserts (**Gü Desserts**) and the mini pastries that you can bake at home (**Boulangerie Première Moisson**). The enjoyment one gets from tasting something is often the result of the use of complex, carefully controlled technology. It's for this reason that the jury held Pure Blueberries (**PEI Berries**) in such high esteem. It's a juice that preserves the nutritional value of the fruit by making use of hydro-thermodynamic technology that allows for the processing of the whole fruit with an oxygen-free, low-temperature system.

To end things off, we again return to enjoyment, this time with a line of frozen cuts of duck (**Canards du Lac Brome**) for cooking that allow you to easily prepare an amazing meal for family and friends.

You can bet that, in order to be successful with consumers, these ten products will have no trouble finding their place on store shelves and in restaurants."

Congratulations to the 10 finalists:

- Four O'Clock Pink Lemonade Herbal Tea, **Trans-Herbe Inc, Canada #1014**
Tea to be enjoyed cold; comes in a whimsically designed box. Innovation: Ingredients-recipe, packaging, conditioning-design.
- Gü Desserts Chocolate and Vanilla Cheesecake 2 Pack, **Gü Desserts, United Kingdom #1105**
A gourmet dessert in individual ramekins. Innovation: Ingredients-recipe, packaging, conditioning-design.
- Oh!Canard Half-Duck, **Canards du Lac Brome Ltée., Canada #914**
Cuts of frozen duck that are great for cooking. Innovation: Ingredients-recipe.
- Haiku Green Tea Asian Style Noodles, **I-D Foods Corporation, Canada #2820**
Asian green-tea noodles that are ready in 3 minutes. Innovation: Ingredients-recipe.
- Southern Art Hot Sauce, **Southern Art, United States #906**
An artisanal sauce with cayenne pepper, spices and fresh herbs. Innovation: Ingredients-recipe.
- Basilur Blood Orange Fruit Infusions, **Basilur Tea Canada, Canada #1608**
An infusion of fruits, flowers and herbs in a decorated box. Innovation: Ingredients-recipe, packaging, conditioning-design.

- 189 Harwood by Première Moisson Mini Croissants, **Boulangerie Première Moisson Inc., Canada #725**
Bakeable mini frozen pastries made from select ingredients. Innovation: Ingredients-recipe.
- Pure Blueberries Fruit Purée, **PEI BERRIES LTD., Canada #2500**
Juice made through a process that preserves the nutritional value of the fruit. Innovation: Production process.
- Home Style Sweet Pickled Beets, **Safie Specialty Foods Company Inc., United States #901**
Natural pickled vegetables in a sophisticated pot. Innovation: Ingredients-recipe, production process.
- Maple Sugar, **Y Olive Inc, Canada #2748**
Maple sugar with natural, original flavours. Innovation: Ingredients-recipe.

These products can be found in the SIAL Innovation space, **booth #2615**, where visitors will be able to ask the experts questions, as well as being able to attend the filming of the video clips. Privileged visitors, as well as journalists will also have the opportunity to attend a tasting held by the big winner in the show's media area.

The Members of the SIAL Innovation 2014 Jury

- **Jean-Pierre Lemasson**, associate professor at Université du Québec à Montréal (UQAM);
- **Diane Leclair Bisson**, industrial and social designer and author of *Edible: Food as Material*;
- **Jonathan Garnier**, executive chef and owner of La Guilde Culinnaire;
- **Jean-Paul Hartmann**, director Quality and Development, CDA TEQ, and Chef;
- **Marie-France Gibson**, vice-president for private brands, Metro Inc.;
- **Isabelle Huot**, nutritionist;
- **Chirine Ben Amor**, associate analyst at Nielsen.

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 one Grand Prize. All the finalists, as well as the big winner, will benefit from the unique opportunity of travelling the world by visiting all of the SIAL Group's shows, which take place in China, Brazil, the Philippines, Paris and Abu Dhabi.

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Source:
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Press relations:
Sarah Massariol / / BICOM Communications
smassariol@bicom.ca // 514- 223-6770