

# **SIAL**Interfood

## **INSPIRE FOOD BUSINESS**



Jakarta, 9<sup>th</sup> November 2016 – SIAL InterFood is proud to announce the four finalists for SIAL Innovation 2016 Award. The gold winner has been announced during SIAL Innovation Awarding Ceremony at 7 PM in Hall B3.

Xavier Terlet, president and founder of XTC World Innovation, SIAL Innovation's partner, announced the selection of the 4 finalists. The 4 finalists were chosen from 31 excellent and innovative products by Jury preselection.

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 finalists can be found at the SIAL InterFood Tradeshow (booth numbers indicated below). These products also can be found in the SIAL Innovation area at Hall B2.



**Congratulations for the Gold Winner!**

**RASAPRIMA SUKSES MAKMUR (Indonesia – Booth Number: AM 011)**

**BRASPROREMPAH NUSANTARA**

- Product Name: Bumbu Soto dan Sop Rempah Nusantara
- Innovative character: First various flavors. It have Original, Wasabi, Curry, Green Tea, Oregano, and Red Pepper flavors. Second Organic.  
We develop Organic Seaweed because global trend is healthy eating habits. Third, we use new package. You have not seen, previously
- Types of Innovation: Packaging, wrapping, marketing positioning, merchandising
- Product category: Consumer Goods (CGM)
- Launch Date: August 2015



### **Congratulations to the 3 finalists:**

#### **REAL CAVE DO CEDRO, LDA (Portugal – Booth Number: B1 E030)**

- Product Name: VINOSI
- Innovative character: VISUAL EFFECT; PULL-UP CAP
- Types of Innovation: Recipe, composition, packaging, wrapping
- Product category: Consumer Goods (CGM)
- Launch Date: October 2016

#### **THAI – KOREAN SEAWEED CO., LTD (Thailand – Booth Number: B1 J005)**

- Product Name: Seaweed Snack
- Innovative character: The combination between seaweed and fruit
- Types of innovation: Recipe, competition
- Product category: Consumer Goods (CGM), Products for Food Industry Manufacturers/Ingredients (FIM)
- Launch Date: December 2016

#### **SAHM YOOK SEA FOOD CO LTD (Korea – Booth Number: B1 J017)**

- Product Name: S'weed Sensation
- Innovation character: First various flavors. It have Original, Wasabi, Curry, Green Tea, Oregano and Red Pepper flavors. Second organic, We develop organic seaweed because global trend is healthy eating habits. Thirds, we use new package, you have not seen, previously.
- Types of Innovation: Packaging, wrapping, marketing positioning, merchandising.
- Product category: Consumer Goods (CGM)
- Launch Date: August 2015

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 4 finalists and hands out 1 finalist Gold Award. The Gold Award will benefit from the unique opportunity of travelling the world by visiting all the SIAL Network's shows, which take place in ABU DHABI, Canada, China and Philippines