



Trends & Innovations 2010 – Press Release

Trends & Innovations Competition, showcase of the latest food and beverage products has revealed for its 6th edition: 22 innovative products coming from 19 companies from 11 countries and regions: USA, Hong Kong China, Czech Republic, China, Spain, Australia, France, Turkey, Canada, Malaysia and Italy.

The awarding ceremony has been organized in the Trends & Innovations Area on May 20th. The Awards were given by
 - Mrs Adeline Vancauwelaert, SIAL Group Director
 - Mr. Xavier Terlet, Director XTC World Innovation



Product Name	Company	Country	Innovative Feature
100% Tart Montmorreny Cherry	Shoreline Fruit	USA	Concentrate healthy cherry for beverage
Brown Rice porridge and multigrain porridge	Sinoconnect Group	Hong Kong	Healthy porridge for babies
Sensora Ice Cream	Sunnyland	USA	Ice cream without air made with natural ingredients
Iodica	Solca	Czech Republic	Soft spring water with natural iodine
New Tree Chocolate	Asia Europe Trade	China	Functional and healthy original chocolate range
Peque Oliva	Vega Carabana	Spain	Olive Oil especially prepared for children' diets
Fruit and Nothing Else Rafferty's Garden Fruit Snack Bar and Banana Milk Rusks	Beijing April Gourmet for Benco	Australia	100% natural fruit and vegetable puree for baby in a convenient pouch Snack filled with apple for babies from 12 months and Biscuit with milk and banana from 6 months
Ackerman X Noir	Ackerman	France	Brut Rose sparkling
Mojifresh	Bodegas Sanviver	Spain	Mojito cocktail without alcohol
Organic Fruit Juice Elite Natural	Elite Natural Icecek San.Vetic	Turkey	100% organic Fruit juice pressed with seeds. Powerfull source of antioxydants
Blueberry Iceberg	Goodlife Group	Canada	Wild blueberry wine brewed iceberg water
Pure Sesame Oil	Ghee Hiang MFG	Malaysia	Pure sesame oil in individual sachet in a

			handy zip locked bag
Pasta enriched in beta glucan	Eastern Zone	Hong Kong	Pasta enriched in beta glucan
Spicy dip hot sauce	The Ginger People	USA	Hot Ginger jalapen Sauce
Wonderful Pistachos	Paramount Farms	USA	Pistchios with an innovative new flavor salt and pepper
California Farms Mocha Syrup	Santini Foods Inc	USA	New flavor syrup to make own mocha coffee beverage
Jinlingguan Formula Milk for pregrant lactating women Nutritional Cereals	Inner Mongolia Yili	China	Milk powder specially designed for pregnant and lactating womer Healthy and nutritional cereal for babies
Mengniu Future Star Milk Mengniu GuanYiry Yoghurt	Inner Mongolia Mengniu	China	Healthy milk with benefit for childrens' intellect development Probiotic yoghurt labeling "health food" regulating intestine and increasing immunity
Snack Bio Line	Noberasco Spa	Italy	Organic snack dried fruits

2 special prizes were awarded by the jury to highlight the best of the best innovative products exhibited in SIAL China 2010.

- Peque Oliva from Vega Carabana - Spain for its Olive Oils especially prepared for children's diet.
- Fruit and Nothing Else Rafferty's Garden from Beijing April Gourmet for Benco – Australia for its 100% natural fruit and vegetables puree for baby in a convenient pouch.



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