

2020
Virtual Event
29th October

GAMA INNOVATION CONFERENCE & AWARDS

Bringing together
the world's consumer goods
leaders and innovators

www.gamainnovation.com

THE EVENT



**GAMA
INNOVATION**
CONFERENCE & AWARDS

VIRTUAL EVENT - THURSDAY 29TH OCTOBER 2020

GAMA INNOVATION CONFERENCE

11.45am - 12pm Virtual Registration

12pm - 1.15pm

Welcome and opening remarks

Cesar Pereira, Founder & CEO, Gama

"The future of the UK food and drink industry"

Ian Wright CBE, Chief Executive, Food & Drink Federation

"Key factors in launching a health-oriented food brand"

Nicci Clark, Founder & CEO, Re:Nourish

"Consumer goods innovation in the UAE - key success factors"

Rabih Kamleh, Senior Vice President, Agthia Group

"Key innovation trends in FMCG"

Tom Warden, Editorial Director, Gama

"Personalising the health and wellness market with 3D printing technology"

Melissa Snover, Founder & CEO, REM3DY Health

MEET THE BUYER

Meet your new partner in retail! Our **Meet The Buyer** initiative gives innovative suppliers a unique opportunity to connect directly with a diverse range of international retailers, distributors, and commercial partners.

MEET THE INVESTOR

Drive the expansion of your business: **Meet The Investor** pairs innovative start-up and scale-up FMCG businesses with bona fide private and institutional investors keen to expand their consumer goods portfolios.

GAMA INNOVATION AWARDS

1.15pm - 2pm

Gama Innovation Award - Product

Gama Innovation Award - Packaging

Gama Innovation Award - Positioning

Gama Innovation Award - Branding & Design

Gama Innovation Award - SME

Gama Innovation Award - Health & Wellness

Gama Innovation Award - Best of Britain

Gama Innovation Award - Best of Middle East

"Manchester, a city built on innovation"

The Lord Mayor, City of Manchester

INNOVATION ZONE

Virtual showcase of innovative companies



SPEAKERS



The Lord Mayor
City of Manchester

Manchester, a city built on innovation



Rabih Kamleh
Senior Vice President

Consumer goods innovation in the UAE - key success factors



Ian Wright CBE
Chief Executive

The future of the UK food and drink industry



Melissa Snover
Founder & CEO

Personalising the health and wellness market with 3D printing technology



Nicci Clark
Founder & CEO

Key factors in launching a health-oriented food brand



Inspire | Connect | Innovate

Tom Warden
Editorial Director

Key innovation trends in FMCG

SPECIAL THANKS



Join the conversation



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#GICA2020
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JUDGES



Angels Solans
Managing Director



Hai Liu
Vice General Manager



Tammy Butterworth
Breakthrough Innovation
Lead



Andrea Budelli
President Continental
Europe



Laura Trivulzio-Huijgen
Marketing Director



Mitesh Jamnadas
Chief Innovation
Officer



Rabih Kamleh
Senior Vice President
R&D, QA & HSE



Alberto Garcia Romero
Head of Communications
& Advertising



Mithun Appaiah
Chief Executive



Melissa Snover
Founder & CEO



Nir Ilani
General Manager



Nicola Coronado
Regional Marketing
Director



Asif Hasan
Group Head Consumer
Insights



Rita Nabeiro
Chief Executive



John Winnard MBE
Managing Director



Mikko Lindqvist
Marketing Director



Alex Baron
Commercial Director



Silvia Ruiz
Innovation Director

AWARDS

Finalists



PRODUCT Finalists

Our **Product** award recognises any innovation which relates directly to the physical product: this could be a novel flavour, ingredient or technology, or an experiential benefit.



CHOBANI Greek Yogurt with Cashew Butter	Nut butter is on an on-trend ingredient. This combination of yoghurt and cashew nut butter looks to be a first
G7 Beer Sorbetto	Alcohol-based ice creams have seen a surge in popularity. Beer sorbet is the next step in the evolution of the segment
KIND Frozen Snack Bar	Snack bars could be a disruptive presence in the frozen aisles, especially if they are perceived as healthier than alternatives such as ice cream
LIVE REAL FARMS Dairy & Oat Blend Drink	This launch differs in its 'low dairy', rather than 'no dairy' approach. It could help consumers seeking to transition from cow's milk to dairy alternatives
NESTLE PASSATEMPO CHAMBINHO Filled Biscuits	Children are likely to be excited by the idea of fromage frais in a filled biscuit
SEARA INCRIVEL Imitation Burger	Seara's "Biomolecule 1" is unusual in the way it claims to actively change the way the mouth perceives taste and texture, in order to give the impression of meat
THE DAILY CRAVE Beyond Churros Biscuits	Grain-free innovation gains a new expression with these "churros" biscuits made from ingredients like cassava and lentils
VOLVIC Coffee Drink	The use of a mineral water brand could help this product seem more natural and refreshing than other coffee drinks

Our **Packaging** category focuses on key developments over the past year in materials, sustainability, preservation and convenience.

PACKAGING Finalists

ASDA Cook In The Bag Sausages	The 'bake in the bag' concept has added a new convenience dimension to the meat and poultry market
DOLE FRIDGE PACK Preserved Fruit	This launch provides the convenience of a canned fruit container that lasts for multiple occasions
DORITOS STAX Tortilla Chips	This is an interesting example of packaging being used to highlight brand identity, in this case the familiar triangular shape of Doritos tortilla chips
DULCESOL Wholegrain Croissants	Paper-based pack materials could increasingly emerge as an alternative to single-use plastic in categories such as bakery
NESTLE Box Bowls Breakfast Cereal	This concept indicates potential white space between 'grab and go' concepts on the one hand, and regular boxed cereals on the other
ROUGHS Crispy Snack	Metal cans could prove a useful alternative to plastic for savoury snacks
SECRET Deodorant Stick	Non-recyclable plastics remain a major challenge in the toiletries sector. Innovations like this could help change that
SPROUT Tea & Spoon in One	This biodegradable spoon cleverly addresses the primary downside to convenience products, namely that of packaging waste



POSITIONING Finalists

Our **Positioning** award recognises product launches that have reached out to consumers in new ways, such as through innovation in the brand / consumer dynamic.



ARCOR TORTUGUITA Wafer Biscuits	Jigsaw-inspired innovation adds to these wafers' play value
BEN & JERRY'S Cookie Dough Chunks	Cake batter and cookie dough have been a hotspot for innovation in the past year. Here cookie dough is re-invented as an on-the-go snack
DAIRYLEA LUNCHABLES Street Food Pizza Snack	Lunch kits tap into the street food trend with this 'make your own pizza' concept
HERO Flower Honey	This is an interesting example of a brand piggybacking on a hot button ethical issue, in this case the impact of agricultural chemicals on honey bee populations
LA IBENSE 1892 Bimbo Cake Ice Cream	This launch (a partnership with Bimbo) effectively recreates well-known bakery brands as ice cream - a new wrinkle for the category
MULLER Mascarpone Style Yogurt	Although the product doesn't actually contain mascarpone, the "mascarpone-style" positioning seems new for yoghurts
NESCAFE BLACK Instant Coffee	Gender-specific marketing is not common in instant coffee, but the "black" positioning gives this particular launch a distinctly masculine feel
SELVA BY AUARA Lemon & Pomegranate Energy Drink	Brands like One Water helped bring ethical benefits to the non-alcoholic drinks space - here they are applied to a range of energy drinks. Auara's projects are said to include wells and sanitation schemes in developing countries

Our **Branding & Design** category recognises the products that stand out from the crowd through an innovative concept or creative visual identity.

BRANDING & DESIGN Finalists

BEN & JERRY'S Netflix & Chill'd Ice Cream	Tie-ups with streaming services and other entertainment providers give food and drink brands new scope for targeted, occasion-specific marketing
COFFEE MATE Cinnamon Toast Crunch Creamer	Coffee creamer leans on breakfast cereal branding
DR. OETKER Dinosaur Sprinkles	The 'character head' is an engaging way to introduce children to the world of baking aids
MARTINEZ SOMALO Ham Spheres	Ham becomes caviar in this unusual gourmet launch
OLD EL PASO Tortilla Bowls	This fun launch sees tortilla bowls reinvented as a dipplable snack
SABRA Hummus Toast Kit	Hummus breaks into the world of lunch kits with this novel launch
TRADER JOE'S Carrot Cake Spread	Spreadable cake looks to be a new indulgent concept
WONDER MELON Cold-Pressed Watermelon Juice	The watermelon theme gives this pack a distinctive appearance



SME Finalists

Our **SME** award pays homage to the small and medium sized firms that look to rewrite the rules.



ARCHIE ROSE Buttered Toast Spirit	Toast as an ingredient or flavour in alcoholic drinks is proving a niche trend, although yeast extract is the star flavour here
GEEFREE Bagel Puffs	Somewhat redolent of a profiterole (or even a mochi ice cream), these “stuffed bagel puffs” are an interesting new concept for frozen bakery
GOOD FISH Crispy Salmon Skins	These fish skin snacks are sourced from wild salmon, a distinctive claim in an emerging snacking category
LA COLOMBE Shandy Cherry Cold Brew Coffee	Citrus and cherry flavours add variety to cold brew coffee
LESSER EVIL Watermelon & Hibiscus Popcorn	The use of herbal flavours such as hibiscus highlights this novel, drinks-inspired popcorn
NOMO Vegan & Free From Choc Bar	NOMO Hazelnut Crunch uses flavouring to refashion hazelnut chocolate bars as a nut-free option
PLANTSY Vegan Protein Drink	A unique “algae protein” base sets this drink apart
RE:NOURISH Soup	The “heat me” bottle recognises soup’s growing popularity as a drinkable snack

Functional continues to be a watchword in FMCG innovation. Our **Health & Wellness** category recognises products setting new standards in health, nutrition and wellbeing.

HEALTH & WELLNESS Finalists

ALL I WANT Fromage Fraiis	The ‘no sugar, no sweeteners’ formulation is unusual for fromage fraiis, and provides further evidence of the growing popularity of low and no sugar foods
BRAINIAC Yogurt Drink	“Brain development” benefits headline these children’s yoghurts
BRWD Refreshing Energy Drink	The barley malt base is a nod to the health associations of brewed and fermented drinks
CAPPELLO’S Grain Free Pizza	Grain-free pizza crusts, especially those based on cauliflower, have been on the up. In this launch, however, almond flour is the flagship ingredient
GARDEN GOURMET Hummus Lovers Pizza	The hummus topping, together with vegetable and seed forward formulations, ups the stakes for vegan and vegetarian pizzas
GOOD CULTURE Wellness Probiotic Gut Shot	Kefir takes a more functional turn with on-trend health ingredients such as chaga, turmeric, collagen and matcha
HOPE & SESAME Organic Sesame Milk	Sesame stakes a claim in the dairy alternatives space
METCALFE’S Popcorn with Fruit Pieces	The inclusion of dried fruit in this snack could help reposition popcorn as a ‘good for you’ choice



AWARDS Finalists



BEST OF BRITAIN Finalists

Our **Best of Britain** award will be a showcase for the best and brightest innovations from UK companies in the FMCG space over the past year.



ASDA Moroccan Tagine Pitta Chips	The Middle Eastern theme of these pitta snacks is carried through with the "Moroccan tagine" flavouring
COFRESH Bombay Snack Bar	Bombay mix is reinvented as an on-the-go option with this novel snack bar
EARLYBIRDS Breakfast Smoothie	Compostable packaging could help on-the-go products address criticism over single-use plastic
MR KIPLING Cherry Bakewell Sponge Cake Mix	This sponge mix is a neat way of reinventing the flagship Mr Kipling cherry bakewell
NESCAFE GOLD Plant-Based Coffee Mix	Coffee mixes join the dairy-free trend with this vegan brand lineup
SIMPLE Biodegradable Cleansing Wipes	Wet wipes have long come under fire for clogging sanitation systems. Although not flushable, these compostable wipes could be the first step to addressing this challenge
SWIZZELS Great British Puds Chew Bars	Traditional British puddings get the confectionery treatment

Our **Best of Middle East** award celebrates the latest breakthroughs in the region's fast-growing FMCG sector.

BEST OF MIDDLE EAST Finalists

AL AIN Plant Bottle	The bio-plastic pack, described as being made from fermented sugars, is claimed to be able to withstand high summer temperatures, but also to be fully compostable
AL RAWABI NUTREE BOOST Laban with Peach Green Tea & Oat	In-vogue oats and green tea are the standout ingredients in this dairy launch
BAIDAVIE Shampoo with Date Extract	Date extract gives a local identity to this haircare line
CHOCODATE Ruby Chocolate Coated Dates	Ruby chocolate was first introduced by Barry Callebaut in 2017. This launch suggests it could yet make further inroads in the confectionery sector
DR. CHEF Quinoa Drink	Quinoa is gaining in popularity as a high-protein dairy alternative
FELI'S KITCHEN Za'atar Rolls	This speciality launch adds variety to the frozen bakery segment
LACNOR High Protein Milk	The claim of 15g protein per serving helps this milk stand out from the crowd
T-GO Herbal Tea Bags	Tea bags and stirrers are married together in this clever packaging innovation

