

2021

Virtual Event
28th October

GAMA INNOVATION CONFERENCE & AWARDS

Bringing together
the world's consumer goods
leaders and innovators

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THE EVENT



**GAMA
INNOVATION**
CONFERENCE & AWARDS

VIRTUAL EVENT - THURSDAY 28TH OCTOBER 2021

GAMA INNOVATION CONFERENCE

■ 12.45pm - 1pm Virtual Registration

■ 1pm - 2.15pm

Welcome and opening remarks

Cesar Pereira, Founder & CEO, Gama

“The future of the UK food and drink industry”

Ian Wright CBE, CEO, Food & Drink Federation

“Key factors in developing a successful health and wellness brand”

Cris Arcangeli, CEO, Beauty'in

“Consumer trends and preferences in the Middle East food and drink sector”

Dr. Ahmed El Tigani, CEO, Al Rawabi

“Developing health-oriented food brands”

Julia Stamberger, CEO, The Planting Hope Company

“Key innovation trends in FMCG”

Tom Warden, Editorial Director, Gama

“Addressing the food waste challenge in FMCG”

Jennie Franceschi, Director, True Fresh Australia

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

■ 2.15pm - 3pm

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



Cris Arcangeli
Chief Executive Officer

Key factors in developing a successful health and wellness brand



Ian Wright CBE
Chief Executive Officer

The future of the UK food and drink industry



Dr. Ahmed El Tigani
Chief Executive Officer

Consumer trends and preferences in the Middle East food and drink sector



Julia Stamberger
Chief Executive Officer

Developing health-oriented food brands



Jennie Franceschi
Director

Addressing the food waste challenge in FMCG



Inspire | Connect | Innovate

Tom Warden
Editorial Director

Key innovation trends in FMCG

SPECIAL THANKS



Join the conversation



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#GICA2021
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JUDGES



Angels Solans
Commercial Director



Hai Liu
Vice General Manager



Tammy Butterworth
Front End Innovation
Lead



Andrea Budelli
President Continental
Europe



Laura Trivulzio-Huijgen
Marketing Director



Mitesh Jamnadas
Chief Innovation
Officer



Dr. Rabih Kamleh
Chief R&D and QA
Officer



Alberto Garcia Romero
Head of Communications
& Advertising



Mithun Appaiah
Chief Executive
Officer



Melissa Snover
Founder & CEO



Nir Ilani
General Manager



Nicola Coronado
Regional Marketing
Director



Asif Hasan
Group Head Consumer
Insights



Rita Nabeiro
Chief Executive
Officer



John Winnard MBE
Managing Director



Mikko Lindqvist
Chief Business Officer



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.



BRAVE ROBOT Ice Cream	This dessert is made with Perfect Day's 'animal-free' dairy milk, creating a new category of vegan ice cream.
AGRARFROST Crunchy Riffled Frites	Crisps meet chips in a launch that aligns frozen potato to the 'snackification' trend.
GERBER Soothe 'N' Chew Teething Sticks	This cereal-based launch provides a more natural alternative to traditional baby teethingers.
THE LAUGHING COW Blends Cheese Spread	Fashionable chickpeas and lentils feature in this unusual 'half and half' cheese spread.
PESCANOVA Fish Pasta	Pescanova's new launch shows how fish and other animal proteins could carve out a niche in low-carbohydrate pasta.
REALGOOD Enchiladas with a Chicken Breast Tortilla	Chicken breast provides a novel, high-protein alternative to traditional tortillas in this US innovation.
SMITHFIELD Power Bites Meat Snacks	Meat snacks go down the 'all in one breakfast' route with this combination of sausage, cheese and vegetables.
SHILPA'S Green T Film	Tea is reinvented as soluble film, reportedly addressing the issue of microplastics in conventional teabags.

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

PACKAGING Finalists

DABIZ MUNOZ XO Table Sauce	These gourmet sauces resemble a shower gel, an eye-catching repurposing of personal care packaging for food.
LAVAZZA Compostable Coffee Capsules	Lavazza's contribution to the compostable coffee capsule trend includes a distinctive "aroma protection" layer.
GENERAL MILLS Sesame Street Breakfast Cereal	The reverse of the box opens up like a book, increasing its play value.
ALCE NERO Organic Ice Cream	This cardboard ice cream container makes both a visual and ethical statement.
WILD ABOUT BREAD Artisan White Bread Mix	This 'mixing bowl' tub makes home bread baking both more convenient and more exciting.
GOGO SQUEEZ Almond Blend Pudding	Screw-top pouches take dairy-free desserts on the go.
ZUTEC Juice Capsules	Capsules provide a new ready-dosed option for fruit cordials.
DEFT Cleaning Spray	This "light as a feather" trigger sprayer could be a valuable innovation for consumers with joint pain and similar conditions.



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.



AIRLY Oat Clouds	According to sources, Airlly uses oats grown on zero-carbon farms and offsets further emissions. This sets a high bar for climate changed related claims in FMCG.
TWO GOOD Good Save Greek Lowfat Yogurt	Here, low sugar and food waste messaging are pushed in combination, giving this launch both an ethical and health halo.
OREO Cookies with Mystery Flavor Creme	Mondelez partnered with Amazon Alexa and Google Assistant for its latest Mystery Oreo campaign, an interesting example of a major brand embracing AI to enhance consumer interaction.
SERENITY KIDS Toddler Puree	These new toddler purees are unusual for their use of bone broth and their meat-forward formulations – a counterpoint to the trend for plant-based foods.
CELESTIAL SEASONINGS Energy Tea	This tea claims to contain as much caffeine as a cup of coffee. Together with the bold black colourway, it could be a sign of teas trying to muscle in on territory currently occupied by energy drinks.
GENERAL MILLS Instant Oatmeal	The use of indulgent cereal brands such as Cinnamon Toast Crunch and Lucky Charms turns this oatmeal into a breakfast treat.
HERR'S Mystery Potato Chips	The 'mystery flavour' concept is well established, but the 'treasure hunt' format of this competition (Herr's is sharing a "series of clues") is distinctive and could increase consumer interaction, especially through social media.
KIDFRESH Chicken Strips with Pureed Cauliflower	These chicken strips are a further example of the 'hidden vegetable' trend that we've seen emerge in categories such as ice cream.

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

BRANDING & DESIGN

Finalists

MODERN BAKER Superloaf Smart Bread	Superloaf Smart Bread is claimed to be "as good as vegetables" thanks to a range of functional ingredients.
YORKSHIRE TEA Toast & Jam Tea Bags	This "toast and jam" concept is a nod to the popularity of tea as a breakfast drink in the UK.
CHOBANI Zomberry Greek Yoghurt	This purple-coloured, sour blackberry yoghurt made for a distinctive Halloween launch.
NESTLE Smart Bees Smarties	This clever play on words allowed Nestle to promote its links to a bee conservation charity.
ELMA CHIPS Fandangos Corn Cob Snack	This launch stood out on snack aisles in Brazil thanks to its unusual "corn on the cob" design.
PRINGLES Moa Burger Potato Snacks	The "Moa Burger" branding is distinctive here as it is born out of a video game tie up, taking an essentially fictional food and converting it into a real-world flavour.
HEINZ Table Sauce	KraftHeinz takes to coining new sauce names with mashups such as Tarchup (tartare sauce and ketchup), MayoChup (mayonnaise and ketchup) and Wasabioli (wasabi and aoli).
TAKEOUT Meal-In-A-Bag Puffs	The "meal in a bag" branding is a novel way to position these high-protein rice snacks as a meal replacement.



SME Finalists

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



CARRES FUTES Fruit Squares For Desserts	These "fruit squares" are a versatile new option for the baking aids category.
NUTS ORIGINAL 3 Times A Day Fruit and Nut Snack	These snacks' "morning", "afternoon" and "evening" positioning is an unusual form of occasion-specific marketing.
EARNEST EATS Snacking Avocado	Avocado based snacks have been launched previously, but seasoned, freeze-dried avocado strips appear to be a first for the snack category.
GOODSPORT Sport Drink	This launch's "ultra-filtering, deproteinizing" process, creating a clear dairy drink that is high in electrolytes, looks to be a first for the sports drinks category.
CAULIPOWER Cauliflower Pasta	Cauliflower has been used before in low-carbohydrate pasta, but here it is the primary ingredient, which looks to be a first.
LA IBENSE 1892 Gazpacho Sorbet	Gazpacho sorbet makes for a novel soup - ice cream hybrid and could pave the way for further savoury innovation in frozen desserts.
HAPPI FOODI Steel Cut Oatmeal with Greek Yogurt	This ready-to-eat breakfast blends together on-trend health-oriented ingredients in the form of oatmeal and greek yoghurt.
SWEETPEA Frozen Dessert	This frozen dessert is a further example of chickpeas demonstrating their versatility as dairy alternatives.

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

LA SERENISIMA Multi Defence Butter	This vitamin-enhanced butter is evidence of how immunity claims are now influencing a broad range of categories in response to the global pandemic.
GREEN GIANT Cauliflower Breadsticks	As with Caulipower Cauliflower Pasta (see SME category), these breadsticks promote cauliflower as the headline ingredient, enhancing their functional appeal.
BOLTHOUSE FARMS Wunderroots Carrot Dogs	Unlike cauliflower and courgette, carrots are perhaps somewhat under-represented as meat and carbohydrate alternatives. Launches like this could change that.
RUF Drinkable Porridge Mix	This "drinkable porridge" mix, with ingredients such as turmeric and blueberry, points to continued interest in healthy, on-the-go breakfasts.
JUMEL Jam with Sweeteners and Spirulina	Spirulina and no added sugar benefits come together in this health-oriented line of jams.
ROAR & TONIC Kombucha Yoghurt	Fermented products continue to be popular with consumers. This kombucha yoghurt raises the stakes with its "tongue-tingling" cultures.
FUTURELIFE Bran Flakes with Probiotic Capsules	Breakfast cereal and pharmaceuticals aren't the most likely bedfellows, but the use of probiotic capsules is an interesting way to step up this product's health-based positioning.
MAGGI Dried Potato with Pumpkin and Quinoa	Dried potato has been a neglected area for innovation, but health-oriented launches such as this could help entice consumers back to the category.



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.



BUXTON Plant + Water	The use of both plant polyphenols and herbal flavours is a further demonstration of how traditional mineral water brands are seeking to head off competition from functional drinks.
BERONI Fresh Frozen Pasta	The combination of ultra-convenience and premiumisation is distinctive in this "30-second, restaurant quality" pasta.
MCVITIE'S Jaffa Jonuts	This fun cake / doughnut crossover is a continuation of the trend for hybrid launches in the bakery space.
HORLICKS Vegan Malted Drink	Vegan formulations arrive in the malted drinks category with this novel launch.
SOUPOLOGIE Sunshine Soup	The benefits of Vitamin D, sometimes known as the "sunshine vitamin" are espoused in this summer-themed soup, in line with growing interest in immunity benefits.
DR. OETKER Spectacular Science Cupcake Mix	Not only is this an effective tie-in to the slime craze, it also taps into the pandemic 'zeitgeist' with a nod to both home baking and home schooling.
REAL FOODISTS Yo'Ridge	The 'yoghurt meets porridge' branding helps this product stand out in the breakfast food aisle. The combination of fruit, oats and live cultures is also distinctive.
JOHN WEST Kids Tuna Bites	These ambient 'meatball' ready meals are a new wrinkle for preserved fish. The 'after school snack' positioning is also a little different.

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

BEST OF MIDDLE EAST Finalists

NESTLE KitKat Icon Figures	The "local character" shapes are particular distinctive in this chocolate wafer launch coinciding with Ramadan.
AL RAWABI Vanilla & Orange Blossom Protein + Milk	Orange blossom adds a fragrant touch in the milk drinks category.
DELEKTIA Vegan Ready Meals	Traditional Middle Eastern dishes are reinvented for vegans in this novel launch.
NATURE'S KITCHEN Millets & Cumin Biscuits	Ancient grains and traditional spices highlight this new biscuit line.
KIMRI Raspberry Cream Dates	Date confectionery gets an upgrade with white chocolate coating and raspberry cream filling.
HUNTER'S GOURMET Shakshuka Potato Chips	Middle Eastern dishes turn crisp flavourings in this innovative product introduction.
KIRI Greek Style Cubed Cheese	Greek yoghurt goes square with these individually-portioned cream cheese cubes.
AL KABEER Chicken 'n' Cheese Rings	Onion rings get a meaty makeover with this cheese and chicken blend.

