



# 2022

Manchester  
20<sup>th</sup> October

# GAMA INNOVATION CONFERENCE & AWARDS

Bringing together  
the world's consumer goods  
leaders and innovators

[www.gamainnovation.com](http://www.gamainnovation.com)

# THE EVENT



**GAMA  
INNOVATION**  
CONFERENCE & AWARDS

**BRIDGEWATER HALL, MANCHESTER - THURSDAY 20<sup>TH</sup> OCTOBER 2022**

## GAMA INNOVATION CONFERENCE

### 1pm - 2pm

Welcome and opening remarks

Cesar Pereira, Founder & CEO, Gama

**"Reputation and its impact on business performance"**

Siara Torontow, Managing Director, Penta

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

Shahid N. Khan, CEO, Al Islami Foods

**"Building a consumer goods brand - key success factors"**

Anita Rae, Founder & CEO, Crave Drinks

### 2pm - 3pm

**"Capitalising on functional opportunities in consumer goods"**

Laia Alemany, Head of Research & Development, Vicky Foods

**"Trends and opportunities in dairy alternatives"**

Fredrik Carling, CEO, Veg of Lund

**"Key innovation trends in FMCG"**

Tom Warden, Editorial Director, Gama

**"Snack innovation trends in North America"**

Natasha Vandenhurk, Founder & CEO, Three Farmers Foods

## 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.

### 3pm - 4pm

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

Gama Innovation Award - Hospitality

Gama Innovation Award - Travel

*Gama Innovation Award - Compass*

**"Manchester, a city built on innovation"**

The Lord Mayor, City of Manchester

## INNOVATION ZONE

### 12pm - 1pm

Showcase of innovative companies & networking coffee



# SPEAKERS



**The Lord Mayor**  
City of Manchester

Manchester, a city built on innovation



**Shahid N. Khan**  
Chief Executive Officer

Consumer trends and preferences in the Middle East food sector



**Laia Alemany**  
Head of Research & Development

Capitalising on functional opportunities in consumer goods



**Tom Warden**  
Editorial Director

Key innovation trends in FMCG



**Siera Torontow**  
Managing Director

Reputation and its impact on business performance



**Natasha Vandenhurk**  
Chief Executive Officer

Snack innovation trends in North America



**Fredrik Carling**  
Chief Executive Officer

Trends and opportunities in dairy alternatives



**Anita Rae**  
Chief Executive Officer

Building a consumer goods brand- key success factors

Join the  
conversation



#GamalInnovation  
#GICA2022  
@gamaconsumer

# JUDGES



Angels Solans  
Commercial Director



Hai Liu  
Vice General Manager



Tammy Butterworth  
Front End Innovation  
Lead



Andrea Budelli  
Global Chief ESG  
Nutrition & Technology  
Officer



Laura Trivulzio-Huijgen  
Marketing Director



Mitesh Jamnadas  
Chief Innovation  
Officer



Dr. Rabih Kamleh  
Chief Quality & R&D  
Officer



Alberto García Romero  
Marketing Manager



Mithun Appaiah  
Chief Executive  
Officer



Melissa Snover  
Founder & CEO



Nir Ilani  
President North  
Central America



Nicola Coronado  
Business Strategy  
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.



<b>ROWNTREE'S Dessert Pastilles</b>	Traditional British cakes and desserts are reborn as sugar confectionery.
<b>PEPSI NITRO Nitrogen-Infused Cola</b>	Can nitrogen infusion reinvigorate cola in the same way as it did ready-to-drink coffee?
<b>THE LITTLE POTATO COMPANY Purely Purple Potatoes</b>	These purple potatoes are notable for their colour-retaining properties and microwaveable format.
<b>PANIDOR Aberdeen Angus Beef Tarts</b>	Portuguese custard tarts get a meat-forward, savoury makeover.
<b>KELLOGG'S PANADERIA Concha Cereal</b>	This cereal's unique shape and flavour is inspired by the "concha", a sweet Mexican bread.
<b>ELPOZO FLEXITERRANEO 50:50 Meat &amp; Veggie Burgers</b>	These "half and half" burgers target consumers who are looking to reduce, but not eliminate, meat from their diets – a novel approach for the category.
<b>ARNOTT'S TEE-VEE SNACKS Krispy Kreme Doughnut Biscuits</b>	The way these biscuits mimic popular Krispy Kreme doughnut varieties is notable.
<b>BAUDUCCO Savoury Panettone</b>	Panettone – a popular cake in Brazil – gets a savoury twist with this parmesan-based offering.

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

## PACKAGING Finalists

<b>BETTERY Supplement Capsules</b>	We've seen the coffee pod format reinterpreted for products such as broth and fruit juice, but this is the first 'coffee pod supplement' we can recall seeing.
<b>WHIPNOTIC Flavoured Whipped Cream</b>	The way this aerosol pack creates swirls of cream and fruit syrup recalls the tubes used to create striped toothpaste.
<b>COOLIVES Flavoured Olive Snack</b>	These decorative, reusable tins are an innovative option for preserved vegetables.
<b>AVALLÉN Calvados</b>	The upgraded label features full details of the brand's water and carbon footprint, setting a new standard in transparency.
<b>SURE INCLUSIVE Deodorant</b>	Unilever's prototype deodorant pack incorporates multiple features designed to help those with visual impairment or motor disability.
<b>SAVLON PICHKIAO Handwash</b>	ITC's new pack format could shake up on-the-go handwash, as it is claimed to be refillable and to contain less plastic than traditional pump packs.
<b>LES CRUDETTES Bagged Salad</b>	The barrier paper used in this line of bagged salad is claimed to keep salad fresh for up to ten days.
<b>NESCAFÉ PROTECT PROSLIM Instant Coffee</b>	By eliminating the foil layer, Nestlé claims to have made these plastic coffee sachets 100% recyclable.



## 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.

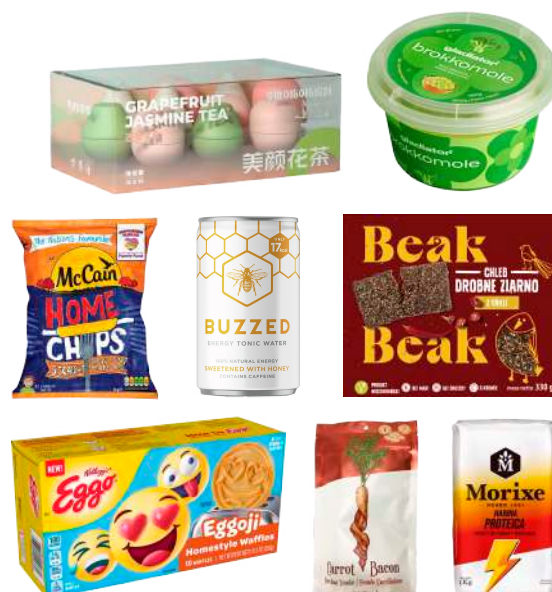


<b>SULTANA BRAN Hot Cross Bun Cereal</b>	The claim that this product tastes like “freshly baked hot cross buns” is novel.
<b>DUG Potato-Based Dairy Alternative</b>	Dug's potato-based formulation claims to set new sustainability standards in dairy alternatives.
<b>FRIT RAVICH TOP CORN Popcorn And Lollipops</b>	This lollipop-meets-popcorn crossover looks to be a first, especially as lollipops and popcorn in identical flavours are being packaged together in the same bag.
<b>TRULY GRASS FED Naturally Spreadable Butter</b>	The interest here is the way Glanbia directly ties superior inputs (pasture milk) to a specific quality of the product, namely its “natural spreadability”.
<b>HEINZ Made For Veggiez Sauce</b>	Table sauces are typically associated with meat dishes, so the positioning of this range specifically for vegetables is distinctive.
<b>KNORR RINDE MAS Bulking Agent For Meat</b>	Previously available as a foodservice product, Knorr's Rinde Mas bulking agent for meat could be a popular concept in economically-straitened times.
<b>HOSTESS BOOST Caffeinated Donut</b>	The claim that these doughnuts can provide the same caffeine fix as a cup of coffee is new for bakery.
<b>DANETTE Vegan Mousse</b>	Dairy mousse desserts get re-positioned for vegans in this coconut-based launch.

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

## BRANDING & DESIGN Finalists

<b>BUZZED Energy Tonic Water</b>	Honey and energizing benefits are encapsulated in this products “buzz” branding.
<b>KELLOGG'S Eggoji Homestyle Waffles</b>	Waffles turn emoji in this novel breakfast launch.
<b>BEAK BEAK Multigrain Bread</b>	This “bird seed bread” concept is made more distinctive through the “beak” branding.
<b>GLADIATOR BROKKOMOLE Broccoli Dip</b>	Avocados have been getting a bad press recently from a sustainability point of view, so this “broccoli guacamole” offers an interesting alternative.
<b>McCAIN Home Chips</b>	McCain's limited edition design is the result of a drawing competition for children, a novel form of consumer engagement.
<b>PUYU Instant Tea</b>	The ‘forest’ design of this tea packaging adds some artistic flair to the category.
<b>CARROT BACON Crispy Vegan Jerky</b>	“Carrot bacon” is a novel response to demand for meat alternatives in the snacking space.
<b>MORIXE Protein Flour</b>	Striking design highlight's this flour's claim to contain “as much protein as beef”.



## SME Finalists

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



<b>PALADIN</b> Mayonnaise Of The Sea	Seaweed is a novel health-oriented addition to mayonnaise.
<b>FLYING EMBERS</b> Hard Seltzer	Hard seltzer branches out into health and wellness with this probiotic-enhanced offering.
<b>SALTME!</b> Crisps	The "microfine" salt used in these crisps is a novel approach to low-sodium food.
<b>IT'S BEAN!</b> Plant Based Yoghurt	The use of traditional 'Jas Karlowy' beans gives this dairy-free yoghurt a distinctively Polish identity.
<b>GAIA'S FARMING CO</b> Hemp & Oat M*lk	Hemp and coconut cream unite in this novel dairy alternative.
<b>BOKATTA</b> Chorizo-Filled Rolls	This filled bread concept looks like an upgrade on the conventional sausage roll, potentially accommodating a range of savoury fillings.
<b>KEOGH'S</b> Crispy Bits Crunchy Crisp Pieces	In line with the trend for 'guilty treating', this product claims to mimic the "crunchy pieces and extra seasoning" found at the bottom of a bag of crisps.
<b>BETTAFISH TU-NAH</b> Vegan Sandwich	This product makes use of novel mock tuna created from broad beans and seaweed.

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

<b>CORONA SUNBREW</b> Alcohol-Free Beer	Solutions to vitamin D deficiency get ever more creative, as evidenced by this unusual "sun brew".
<b>CHOBANI</b> Zero Sugar Yoghurt	The trouble Chobani has gone to achieve a "zero sugar" formulation is evidence of consumers' growing preoccupation with both added and naturally-occurring sugars in food products.
<b>BE PLUS</b> Fruta Fresca Baby Food	The innovative preservation technology said to be used in this line underlines the brand's positioning as fresh, natural and 'clean label'.
<b>HERBAPOL</b> Hard Sweets	The ground flax seeds in these sweets are said to 'scrape' the tongue to freshen breath, a novel benefit for confectionery.
<b>LARSA</b> Gorse & Verbena Yoghurt	Botanicals continue to break new ground, as demonstrated by this verben and gorse blend.
<b>PINGO DOCE</b> Kiwi & Spirulina Skyr	Kiwi and spirulina unite in this green-themed functional yoghurt.
<b>KIPS</b> Vegetable Spread	Quinoa adds an extra health and textural dimension to this vegetable-based spread.
<b>RIND</b> Carrot Cheese Slices	The "real veggies" formulation is distinctive for a cheese alternative.





## 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.



<b>BRAVE</b> Cookies & Cream Roasted Chickpeas	Chickpea snacks find a sweet expression with this cookies & cream flavour.
<b>SUPERFOODIO</b> Peanut Butter Chunky Buttons	The "buttons" format turns this peanut butter into a hand-held snack.
<b>TESCO</b> Quadruple Strength Squash	Super-concentration could be a key solution in reducing transport emissions and packaging in consumer goods.
<b>INSPIRED TO COOK</b> Frying Pan Sourdough Pizza Mix	Pizza cookery moves from oven to hob with this novel twist on traditional baking mixes.
<b>YOUNG'S</b> Gastro Topped Cod Fillets	Frozen fish gets a luxury overhaul with this "gastro" line.
<b>TROPICAL VIBES</b> Sours Soft Drink	Sour flavours continue to headline soft drinks innovation, in this case novel flavours inspired by sour confectionery.
<b>KENCO</b> Iced / Hot Instant Coffee	Both iced and hot coffees can be made from this mix, giving extra versatility.
<b>ALPRO</b> Not M*lk Oat Milk	This plant-based milk goes further than most in attempting to replicate the taste of conventional dairy.

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

## BEST OF MIDDLE EAST Finalists

<b>DELEKTIA</b> Rice with Vermicelli	The rice and pasta blend makes this a standout launch.
<b>SMART TREATS</b> Dried Feta Cheese Snack	Traditional Greek cheese finds a new home as a keto-friendly snack.
<b>FREAKIN' HEALTHY</b> Plant-Based Cheese Spread	This cashew-based cheese alternative looks to be a first for the Middle East market.
<b>SAFARI</b> Emirati Chilli Potato Snack	This snack launch is notable for the way it claims to honour Emirati culinary tradition.
<b>EUROCAKE BEFIT</b> Amaretti Chocolate Brownie Bites	These brownies combine indulgent flavour with functional benefits.
<b>365</b> Tiramisu Spread	A classic Italian dessert gets reimaged as a chocolate spread alternative.
<b>LOV</b> Chilli-Coated Sunflower Kernels	The spicy shell on this sunflower seed snack adds some diversity to the category.
<b>AL BAKER</b> Paratha with Kiri Cheese	These flatbreads come ready filled with cream cheese, which looks to be a first.





## HOSPITALITY Finalists

Our **Hospitality** award is a showcase of the latest innovations with applications in hotels, bars, cafes, restaurants, and entertainment venues.



<b>JASON'S Sourdough Breads Of The World</b>	The "breads of the world" concept showcases international flavour combinations.
<b>CALIFIA FARMS Mint Chip Oat Coffee Creamer</b>	Non-dairy coffee creamers takes inspiration from ice cream.
<b>IBIS Pita Sticks</b>	"Pita bread sticks" open up new possibilities for sharing and snacking.
<b>OLINA'S BAKEHOUSE Seeded Snackers</b>	Sesame, flax, sunflower and pumpkin seeds headline this seed-based snacking option.
<b>NABATI Plant Eggz</b>	This non-animal egg alternative is based on a blend of lupin and pea proteins.
<b>HOPE AND SESAME Barista Blend Sesame Milk</b>	Sesame seed milk provides a new vegan option for cafes and coffee shops.
<b>BELVOIR FARM Spicy Ginger Fizz</b>	Ginger beer gets elevated with this botanical blend.
<b>CERVEZA DE MONESTERIO Lager</b>	This beer is especially crafted for Iberian ham, opening up new gourmet tasting experiences.

Leisure and tourism opens up a world of distinctive innovation. Our **Travel** award focuses on novel FMCG introductions with applications in this sector.

## TRAVEL Finalists

<b>LAS JELLYS Cocktail Jellies</b>	Cocktail-themed jelly sweets get a gourmet overhaul.
<b>PZAZ Caffeine Mist</b>	This caffeine tongue spray offers a quick pick-me-up for "jet setters".
<b>FREE NESS BITES Natural Snacks</b>	No sugar added, fruit-based snacks offer a healthier alternative to traditional confectionery.
<b>SIR. JAMES 101 Mocktails</b>	These non-alcoholic cocktails promise a "no compromise" flavour experience.
<b>THREE FARMERS Roasted Fava Beans</b>	The dry roasting technique used in this snack claims to delivery an "airy crunch".
<b>WHISPS Cheese and Pretzel Bites</b>	Pretzels and cheese make for a distinctive snacking combination.
<b>SOUL FRUIT Dragon Fruit Snack</b>	Fruit snacks branch out with this dragon fruit offering.
<b>ONCE AGAIN Graham Crackers with Sunflower Seed Butter</b>	Sunflower seed butter headlines this interesting cracker snack.





Majiruddin Khan  
Director of Trading Division,  
Union Coop, UAE

"Gama is connecting us to the world of innovation in FMCG industries and bringing FMCG innovations closer and faster to retailers".

"GICA is an annual must-attend event for SONAE MC: not only does it allow us to check out the latest trends and get inspiration, it also helps us find novel food products to expand our range. (...) We have launched products that were first noticed at GICA and hope to continue to be inspired by Gama".



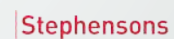
Tânia Calçada  
Product Innovation Area Manager,  
SONAE MC, Portugal



Mithun Appaiah  
Chief Executive Officer,  
Sumeru, India

"It was wonderful judging some amazing set of international food and beverage innovations at GICA - innovation knows no bounds! Gama has been evolving rapidly in getting closer to innovations and insights across categories which is needed today for any organisation's innovation funnel".

## SPECIAL THANKS





## DRIVE YOUR INNOVATION STRATEGY

**SAVE TIME AND EFFORT** with powerful analysis at the touch of a button

Explore the **NEW AND EMERGING TRENDS** set to shape your market

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**46**

COUNTRIES

**100+**

IN-COUNTRY EXPERTS

**1,000s**

OF NEW PRODUCTS

## 7 KEY FMCG CATEGORIES



**ALCOHOLIC DRINKS**



**NON-ALCOHOLIC DRINKS**



**FOOD**



**HOUSEHOLD CARE**



**PET CARE**



**HEALTH & BEAUTY**



**TOBACCO**

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# GAMA INNOVATION

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**SAVE  
THE DATE**

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