

2022

Manchester
20th October

GAMA
INNOVATION
CONFERENCE
& AWARDS

Bringing together
the world's consumer goods
leaders and innovators

www.gamainnovation.com

THE EVENT



CESAR PEREIRA
Founder & CEO

We are delighted to once again be welcoming more than 250 manufacturers, exhibitors, buyers and other selected guests from over 25 countries to Manchester for a unique blend of thought-provoking presentations and inspiring innovations, combined with unrivalled networking opportunities. As we look beyond the immediate challenges of the past couple of years, the Gama Innovation Conference & Awards (GICA) will provide a unique platform for start-ups and scale-ups, established brands, retailers and investors to take fresh inspiration and jumpstart their businesses through valuable connections.



Thursday, 20th October 2022

The Gama Innovation Conference returns this October for its seventh edition, bringing together the great and the good from the world of fast moving consumer goods for a unique and inspiring morning of presentations and discussions.

An exciting line-up of industry thought leaders from across the globe will reveal the strategies and innovations that have shaped the success of their business.

Thursday, 20th October 2022

Gama Innovation Awards recognise outstanding innovation in the FMCG space.

Awarded in the disciplines of Product, Packaging, Positioning, Branding & Design, SME, Best of Britain, Best of Middle East, Health & Wellness, Hospitality and Travel, Gama Innovation Awards go to the top new launches unearthed each month by Gama's network of in-country researchers and analysts.

Winners are chosen through an international panel of expert judges based on a shortlist of innovative products.



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.

SPEAKERS



The Lord Mayor
City of Manchester

Manchester, a city built on innovation



Siera Torontow
Managing Director

Reputation and its impact on business performance



Shahid N. Khan
Chief Executive Officer

Consumer trends and preferences in the Middle East food sector



Natasha Vandenhurk
Chief Executive Officer

Snack innovation trends in North America



Tom Warden
Editorial Director

Key innovation trends in FMCG



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



#GamaInnovation
#GICA2022
@gamaconsumer



THE EVENT



On Thursday 20th October, over 250 leading representatives of the global fast-moving consumer goods (FMCG) community came together to celebrate the seventh edition of the Gama Innovation Conference & Awards (GICA) at The Bridgewater Hall in Manchester, as the event further established its reputation as a key meeting point for the industry.

Held for the first time as a hybrid event, with delegates joining both in person and virtually from across the globe, GICA 2022 attracted a broad audience, including major players such as Unilever, Nestle, Kellogg's and Emirates Group, alongside dynamic start-ups and scale-ups, industry experts, SMEs, retailers, hotels, airlines, investors and other specially-invited guests.

Attendees from as far afield as Spain, Portugal, Sweden, India, Australia, Argentina, Brazil, the United Arab Emirates, Canada and the USA ensured the latest edition of this unique gathering of the FMCG community hosted in Manchester was, as ever, a truly global affair.

SUCCESS STORIES, EMERGING TRENDS AND HOT TOPICS

The Gama Innovation Conference began with a series of diverse and thought-provoking presentations, as a range of industry thought leaders shared insights on emerging trends, critical factors in successful product innovation, and the opportunities and threats set to shape the future of the sector. While concerns over inflationary pressures and supply chain bottlenecks were widely aired, there was also a resolute focus on the tangible opportunities that remain for FMCG brands, especially those that can not only deliver on taste but also communicate a compelling brand narrative and meet demands for sustainability and functionality.

- Kicking off the event, Siera Torontow, Managing Director at Penta talked about reputation and its impact on business performance, highlighting the Ukraine conflict, sustainability and employee satisfaction as key reputational considerations in 2022.
- Following Siera, Shahid N. Khan, CEO at Al Islami Foods, gave a rundown of key food and drink trends in the Middle East, including new pandemic-influenced behaviours such as scratch cooking, e-commerce and a focus on health and clean eating.
- Next, Anita Rae, Founder & CEO of Crave Drinks spoke about the sizeable market opportunity in premium soft drinks, but underlined the importance of delivering on con-

sumers' taste and experience expectations.

- The fourth presentation was delivered by Fredrik Carling, CEO of Veg of Lund, who gave an overview of trends in dairy alternatives, highlighting how the sector is looking to overcome barriers to mass consumer take-up, such as taste and price point.
- Following Fredrik, Tom Warden, Editorial Director at Gama walked through five overarching trends in FMCG innovation, including rapid developments in sustainability, evolutions in meat and dairy alternatives, the rise of seeds and grains as headline ingredients, and the emergence of bold and intense flavour experiences.
- Rounding off the conference, Natasha Vandenhurk, Founder & CEO at Three Farmers gave an insight into snacking trends in North America, describing how flavour could be used to target different demographics and the importance of a strong brand to demonstrate value.

A CELEBRATION OF INNOVATION

The second half of the event was given over to celebrating key breakthroughs in the consumer goods space, with the unveiling of the winners in each category of the Gama Innovation Awards.

Recognising outstanding innovation in the FMCG space, the Gama Innovation Awards — presented in the categories of Product, Packaging, Positioning, Branding & Design, SME, Health & Wellness, Best of Britain, Best of Middle East, Hospitality and Travel — represented the very best innovations unearthed in the last year by Gama's global network of in-country researchers and analysts. Travel and Hospitality were new awards for 2022 that showcased the very best innovations with applications in the leisure sector.

As ever, award winners were decided by an international panel of prestigious judges from some of the biggest names in the industry, including Beam Suntory, Kraft Heinz, Coty and PepsiCo.

Silvia Ruiz, Innovation Director at Gama, said: "The Gama Innovation Awards once again shone a light on all the best and brightest in product development from the FMCG world. I would like to congratulate all of our finalists who have sought to drive change and progress across the consumer goods industry in the past year".

2022 also saw the Compass award presented to Shahid N. Khan, Chief Executive (UAE), recognising his role in driving progress and innovation in consumer goods in the Middle East and around the world, in particular turning local family businesses into international power brands.

We were delighted to be able to welcome such a broad range of industry thought leaders and international guests to this exclusive gathering for the FMCG community, and in particular to be able to reconnect in person after two challenging years. This unique gathering continues to demonstrate its value as a source of fresh inspiration, invaluable connections, and the latest insights on hot-button trends.

Cesar Pereira
 Founder & CEO, Gama



INSPIRING PRODUCTS



NETWORKING OPPORTUNITIES



INNOVATION ZONE



A CELEBRATION OF INNOVATION

EXPERT SPEAKERS



Video watch

INNOVATION ZONE



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.



ROWNTREE'S Dessert Pastilles	Traditional British cakes and desserts are reborn as sugar confectionery.
PEPSI NITRO Nitrogen-Infused Cola	Can nitrogen infusion reinvigorate cola in the same way as it did ready-to-drink coffee?
THE LITTLE POTATO COMPANY Purely Purple Potatoes	These purple potatoes are notable for their colour-retaining properties and microwaveable format.
PANIDOR Aberdeen Angus Beef Tarts	Portuguese custard tarts get a meat-forward, savoury makeover.
KELLOGG'S PANADERIA Concha Cereal	This cereal's unique shape and flavour is inspired by the "concha", a sweet Mexican bread.
ELPOZO FLEXITERRANEO 50:50 Meat & Veggie Burgers	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.
ARNOTT'S TEE-VEE SNACKS Krispy Kreme Doughnut Biscuits	The way these biscuits mimic popular Krispy Kreme doughnut varieties is notable.
BAUDUCCO Savoury Panettone	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

BETTERY Supplement Capsules	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.
WHIPNOTIC Flavoured Whipped Cream	The way this aerosol pack creates swirls of cream and fruit syrup recalls the tubes used to create striped toothpaste.
COOLIVES Flavoured Olive Snack	These decorative, reusable tins are an innovative option for preserved vegetables.
AVALEN Calvados	The upgraded label features full details of the brand's water and carbon footprint, setting a new standard in transparency.
SURE INCLUSIVE Deodorant	Unilever's prototype deodorant pack incorporates multiple features designed to help those with visual impairment or motor disability.
SAVLON PICHKIAO Handwash	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.
LES CRUDETTES Bagged Salad	The barrier paper used in this line of bagged salad is claimed to keep salad fresh for up to ten days.
NESCAFE PROTECT PROSLIM Instant Coffee	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.



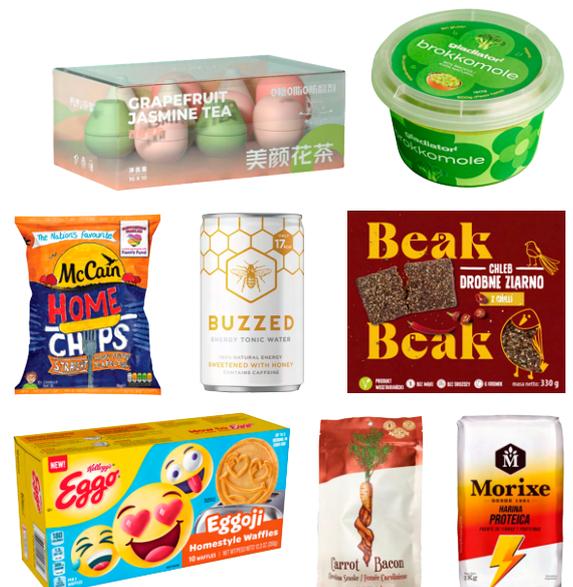
SULTANA BRAN Hot Cross Bun Cereal	The claim that this product tastes like “freshly baked hot cross buns” is novel.
DUG Potato-Based Dairy Alternative	Dug’s potato-based formulation claims to set new sustainability standards in dairy alternatives.
FRIT RAVICH TOP CORN Popcorn And Lollipops	This lollipop-meets-popcorn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

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



PALADIN Mayonnaise Of The Sea	Seaweed is a novel health-oriented addition to mayonnaise.
FLYING EMBERS Hard Seltzer	Hard seltzer branches out into health and wellness with this probiotic-enhanced offering.
SALTME! Crisps	The "microfine" salt used in these crisps is a novel approach to low-sodium food.
IT'S BEAN! Plant Based Yoghurt	The use of traditional 'Jas Karlowy' beans gives this dairy-free yoghurt a distinctively Polish identity.
GAIA'S FARMING CO Hemp & Oat M*lk	Hemp and coconut cream unite in this novel dairy alternative.
BOKATTA Chorizo-Filled Rolls	This filled bread concept looks like an upgrade on the conventional sausage roll, potentially accommodating a range of savoury fillings.
KEOGH'S 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.
BETTA'ISH TU-NAH 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

CORONA SUNBREW Alcohol-Free Beer	Solutions to vitamin D deficiency get ever more creative, as evidenced by this unusual "sun brew".
CHOBANI 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.
BE PLUS 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'.
HERBAPOL Hard Sweets	The ground flax seeds in these sweets are said to 'scrape' the tongue to freshen breath, a novel benefit for confectionery.
LARSA Gorse & Verbena Yoghurt	Botanicals continue to break new ground, as demonstrated by this verbena and gorse blend.
PINGO DOCE Kiwi & Spirulina Skyr	Kiwi and spirulina unite in this green-themed functional yoghurt.
KIPS Vegetable Spread	Quinoa adds an extra health and textural dimension to this vegetable-based spread.
RIND 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.



BRAVE Cookies & Cream Roasted Chickpeas	Chickpea snacks find a sweet expression with this cookies & cream flavour.
SUPERFOODIO Peanut Butter Chunky Buttons	The "buttons" format turns this peanut butter into a hand-held snack.
TESCO Quadruple Strength Squash	Super-concentration could be a key solution in reducing transport emissions and packaging in consumer goods.
INSPIRED TO COOK Frying Pan Sourdough Pizza Mix	Pizza cookery moves from oven to hob with this novel twist on traditional baking mixes.
YOUNG'S Gastro Topped Cod Fillets	Frozen fish gets a luxury overhaul with this "gastro" line.
TROPICAL VIBES Sours Soft Drink	Sour flavours continue to headline soft drinks innovation, in this case novel flavours inspired by sour confectionery.
KENCO Iced / Hot Instant Coffee	Both iced and hot coffees can be made from this mix, giving extra versatility.
ALPRO 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

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



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

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



2022
Product
GAMA INNOVATION
AWARD WINNER

"Our goal is to feed the world in a responsible and sustainable way. This award gives us the strength to continue innovating and improving to make our customers' lives better and healthier".

Rafael Fuertes Quintanilla
El Pozo

Video watch

50:50 Meat & Veggie Burgers



Video watch

2022
Packaging
GAMA INNOVATION
AWARD WINNER

Instant Coffee



Nestle won over judges with foil-free packaging that improves coffee sachet recyclability.

Video watch

2022
Positioning
GAMA INNOVATION
AWARD WINNER

"It's a tough world out there, and innovation is key to taking brands forward and taking the market forward. This is great recognition for all the team".

Graham Stonadge
Veg of Lund

Video watch

Potato-Based Dairy Alternative



Video watch

2022
Branding & Design
GAMA INNOVATION
AWARD WINNER

Energy Tonic Water



"As a fledgling brand it's an honour to get this - very proud".

Louise Lloyd
Buzzed Drinks

Video watch

2022
SME
GAMA INNOVATION
AWARD WINNER

Mayonnaise Of The Sea



"For us, an award like this is very important, not only because it motivates us and our teams to do more and better, but also because it tells us we are making something positive."

Renato Sousa Antunes
Casa Mendes Gonçalves

Video watch

Health & Wellness
GAMA INNOVATION
AWARD WINNER

Fruta Fresca Baby Food



"As a brand, Be Plus focuses on the development of healthy, innovative and responsible products which are in line with purchasing trends, both European and global".

José Vicente Castell
Vicky Foods

Video watch



Best of Britain
GAMA
INNOVATION
AWARD WINNER

"Thank you so much for this award. Our mission with Brave is to make chickpeas exciting for everyone. Certainly in this climate innovation is very important to take things forward".

Amber Fraser
Brave Foods



Cookies & Cream Roasted Chickpeas



Best of Middle East
GAMA
INNOVATION
AWARD WINNER

"It's really an honour to accept this very prestigious Gama Innovation Award. Our mission has really always been for Freakin' Healthy to bring delicious and healthy food".

Roy Koyess
Freakin' Healthy



Plant-Based Cheese Spread



Hospitality
GAMA
INNOVATION
AWARD WINNER

"We appreciate the award and the recognition, and we are thrilled. This is a milestone on a major journey that we embarked on about six years ago."

Julia Stamberger
Planting Hope Company



Barista Blend Sesame Milk



Travel
GAMA
INNOVATION
AWARD WINNER

"We started this brand because of our love for agriculture, and good food and connecting people. And through all of that the innovative nature of our brand has shone through and sustained us".

Natasha Vandenhurk
Three Farmers Foods



Roasted Fava Beans



Compass
GAMA
INNOVATION
AWARD WINNER

"I'm really honoured that Gama chose me for this really prestigious award. I'm very thankful to all my mentors, my colleagues, and my teams, and the opportunity to lead my teams and companies to a different level".

Shahid N. Khan





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

GET INSPIRED by winning product launches from across the globe

Monitor your competitors and use actionable insight to STAY AHEAD OF THE CURVE

Get the support you need, when you need it, with your DEDICATED INNOVATION MANAGER

Access timely insights on the move with our INDUSTRY-FIRST MOBILE APP

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

To request a demo, contact us at info@gamaconsumer.com



GAMA
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**SAVE
THE DATE**

GICA 2023
19th October
Manchester

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