

2023

Manchester
19th October
Event Review

GAMA INNOVATION CONFERENCE & AWARDS

Bringing together
the world's consumer goods
leaders, innovators, buyers
and investors

www.gamainnovation.com

THE EVENT



CESAR PEREIRA
Founder & CEO

We are thrilled to once again be hosting the Gama Innovation Conference & Awards (GICA) and to be able to welcome leading FMCG professionals from around the world to Manchester for this unique showcase of global innovation. GICA continues to go from strength to strength, acting as a key platform for innovators, buyers and other stakeholders keen to develop valuable new business connections in an exclusive yet informal setting.



Thursday, 19th October 2023

The Gama Innovation Conference returns this October for its eighth 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, 19th October 2023

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



Daniele Tirelli
Former President

The future of grocery retail in Italy and Europe



Valeria Krynetskaya
Head of Plant-Based
Venture THRYVE

Trends in plant-based foods in the Middle East



Inspire | Connect | Innovate

Tom Warden
Insights Director

Key innovation trends in FMCG



Department for
International Trade

Ian Wright CBE
Co-chair, Food and Drink
Export Council

The future of the UK food and drink industry



Paula Amaral
Head of Sustainability,
Innovation & Strategy

Driving sustainability in food and drink



Fredrik Laurell
Chief Executive Officer

Trends and innovation in tobacco alternatives



Rimi Thapar
Co-Founder & Chief Executive
Officer

Building a consumer good brand - key success factors

Join the
conversation



#GamalInnovation
#GICA2023
@gamaconsumer

THE EVENT



Inspiration and connection were once again to the fore as over 300 fast-moving consumer goods (FMCG) professionals from all around the world came together on Thursday 19th October for the eighth edition of the Gama Innovation Conference & Awards (GICA) at The Bridgewater Hall in Manchester.

Held once again as a hybrid event, GICA 2023 attracted a broad audience, including major players such as PepsiCo, ElPozo, Bel Group, Kellanova and IFFCO Group, alongside dynamic

start-ups and scale-ups, industry experts, SMEs, retailers, hotels, airlines, investors and other specially-invited guests.

Blending inspiring and thought-provoking presentations with a celebration of the very best in product innovation over the last year, GICA provided a unique opportunity for attendees to network and forge new contacts in a vibrant yet informal atmosphere.

Attendees from as far afield as Spain, Portugal, Sweden, India, Australia, Turkey, Brazil, the United Arab Emirates, Saudi Arabia, 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.

HOT TOPICS, EMERGING TRENDS & FRESH IDEAS

The Gama Innovation Conference once again welcomed a diverse line up of industry thought leaders keen to share their insights on the trends set to define the future of the FMCG sector, as well as the key ingredients for successful brand-building and innovation. While the impacts of cost-of-living pressures and global instability were unavoidable topics, there was also a resolute focus on the opportunities ahead for both brands and retailers, not least in sustainability, the trend for self-care and wellbeing, and the possibilities being opened up by emerging manufacturing technologies.

- Delivering the first address, Ian Wright CBE, Co-Chair of the Food & Drink Export Council, underscored the value of international trade to the consumer goods industry, the need for brands to be flexible and adaptable, and the increasingly 'borderless' approach to food and drink production.
- Following Ian, Rimi Thapar, Co-Founder and CEO at LoveRaw, gave a rundown of key success factors in building a consumer goods brand, highlighting the need for a strong product, as well as resilience and creating brand loyalty.
- Next, Daniele Tirelli, Former President of the Retail Institute Italy, spoke about the impact of inflation on food retail, as well as the innovative ways supermarkets across

Europe were growing their market share.

- The fourth presentation was delivered by Fredrik Laurell, CEO of Nicoccino, who gave a potted history of the tobacco and nicotine sector, as well as outlining the ways the industry was innovating to achieve the goal of harm reduction.
- Following Fredrik, Valeria Krynetskaya, Head of Plant-Based Venture THRYVE at IFFCO Group, gave an insight into trends in plant-based foods in the Middle East, emphasising health and wellbeing as a key driver of the transition towards flexitarian and vegetarian diets in the region.
- Next up, Tom Warden, Insights Director at Gama, walked through five overarching trends in FMCG innovation, including diverging pathways in the plant-based space, the rise of the food as medicine concept, and a move towards 'real' and 'healthy' concepts in sugar confectionery.
- Rounding off the conference, Paula Amaral, Head of Sustainability, Innovation and Strategy at Bel Group, discussed ways brands could reduce their environmental impact, including by transitioning to plant-based ingredients, updating packaging and improving agricultural practices.

CELEBRATING INNOVATION

The second half of the event was dedicated to celebrating key breakthroughs in the consumer goods space, as the winners were unveiled 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, Best of Britain, Health & Wellness, 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.

As ever, award winners were decided by an international panel of prestigious judges from some of the biggest names in the industry, such as Kraft Heinz, Coty and Essity, as well as Shark Tank Brasil's Cris Arcangeli.

Silvia Ruiz, Innovation Director at Gama, said: "The Gama Innovation Awards once again turned the spotlight on the most ground-breaking product developments from the FMCG world over the past year, and celebrated the pioneers and forward-thinkers driving innovation in their category".

2023 also saw the Compass award presented to Daniele Tirelli, recognising his achievements as a passionate educator and connector, as well as his dedication to inspiring future industry leaders.

This is a real success for Manchester [...] and it has every chance of becoming the premier food and drink industry event in the North of England. I think it's a huge tribute to the team in the way they've managed to put it together.

Ian Wright CBE
Co-Chair of the Food & Drink Export Council



NETWORKING OPPORTUNITIES

INSPIRING PRODUCTS



INNOVATION ZONE



A CELEBRATION OF INNOVATION



EXPERT SPEAKERS



INNOVATION ZONE



JUDGES



Tammy Butterworth
Front End Innovation
Lead



Hai Liu
Vice General Manager



Cris Arcangeli
Chief Executive Officer,
Investor, Serial Entrepreneur,
Shark Tank Brazil Host



Andrea Budelli
Global Chief ESG
Nutrition & Technology
Officer



Andreia Vaz
Head of Innovation &
Digital Transformation



Mitesh Jamnadas
Chief Innovation
Officer



John Winnard MBE
Managing Director



Nicola Coronado
Business Strategy
Director



Asif Hasan
Group Head Consumer
Insights



Paula Amaral
Head of Sustainability,
Innovation & Strategy



Ian Lewis
Retail Director



Alberto García
Head of Communications



Alex Baron
Commercial Director



Mikko Lindqvist
Chief Business Officer



Laura Trivulzio
Marketing Director



Nir Ilani
President North
Central America



Mithun Appaiah
Chief Executive
Officer – FMCG



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.



SOUPOLOGIE SOUPER CUBES Frozen Soup	The 'ice cube' format of this frozen soup helps with dosing while also addressing the issue of packaging waste.
THIS Plant Based Meat	The olive oil based fat used in these pork sausage alternatives could help overcome a key barrier to take-up of meat substitutes, namely replicating the texture and succulence of conventional meat products.
MANTOVA 450 Air Fryer Spray Oil	This launch taps into the current craze for air fryers, as consumers seek healthier and more economical alternatives to conventional cooking methods.
STEGEMAN Omelette Slices	The "slices" format opens up new opportunities for omelettes as a sandwich filler.
VITARELLA TRELOSO Milkshake Biscuits	These biscuits offering a cooling sensation, which should enhance the overall product experience.
MORINAGA HI-CHEW INFRUSIONS Fruit Chews	The use of "infused" apple puree and pectin jelly for added "juiciness" is not something we have seen before in sugar confectionery.
MEIJI CHOCOLATE KOUKA Cacao Paste	We haven't seen chocolate spreads majoring on functional benefits before, making this a standout launch.
COMPAL Vital Bom Dia Fruit Nectar	Grains such as oats and chia give these fruit juices added health and textural appeal.

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

PACKAGING Finalists

BONNETERRE Concentrated Almond Milk	This almond milk's concentrated format reportedly cuts down on both packaging and carbon emissions.
HALDY Sugarfree Turmeric Mints	This pack's "touch-free" dispensing technology should provide added hygiene benefits.
V-GUM Clean Planet Chewing Gum	This launch is novel for its use of environmentally-friendly materials both in the packaging and the gum itself, setting a new standard for sustainability in the category.
ARIEL Ecoclic Box Laundry Capsules	Security benefits are the stand-out feature of this new board packaging for the detergent category.
4700BC Ready To Eat Sweet Corn	Single-serve pots help market sweetcorn as an on-the-go ambient snack.
ARCOR TORTUGUITA Chocolate Panettone	'Packaging-to-toy' design helps reposition traditional panettone for children.
ELPOZO ALLPLATO Pasta Meals	The design of this pack claims to ensure pasta remains 'al dente', even when cooked in the microwave.
POM POTES Organic Fruit Puree	The new pouch for this fruit puree is made from mono-material polyethylene for easier recycling.



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.



LENTIFUL Instant Lentils	Lentils get the 'porridge pot' treatment with this novel ready meal launch.
TROPICANA CRUNCH Honey and Almond Cereal	The Tropicana brand tries to crack the cereal market with this "eat with orange juice" concept.
COCA-COLA CREATIONS Dreamworld Soft Drink	This is the first collaboration we have seen between an FMCG brand and a music festival to create an augmented reality experience.
THRIVE Peak Beer To Reload	We've seen other beers loosely positioned as 'sports' drinks, but this is the first we can recall that as positioned as a 'recovery' beverage.
BIRKEL Half-Length Pasta	This pasta is designed to be eaten with a spoon: an interesting response to consumers' increasingly informal eating habits.
AUCHAN BIO SENIOR Soup	Seniors remain an under-represented target market for FMCG brands, which launches like this could help change.
BEN & JERRY'S Sunny Honey Home Ice Cream	Ben & Jerry's showcases its ethical credentials with this launch "co-created with entrepreneurs from refugee backgrounds".
VITACRESS Hot Or Cold Salad Leaves	The "hot or cold" marketing of these salad leaves positions them as a versatile option.

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

BRANDING & DESIGN Finalists

PANCO Watermelon Filled Wafer	The pink and green design of this wafer amplifies the watermelon flavour.
OUI Sparkling Wine	The pared-back branding acts as an unusual counterpoint to typical wine marketing.
UHMAMI Bouillon Powder	Bold colourways and quirky branding help these meat-free stocks stand out.
ATOMO Beanless Coffee Drink	"Beanless" branding underlines this brand's environmental credentials, namely the use of upcycled ingredients.
MENTOS Hard Mints With Vitamins	The colourful 'sandwich' design of these mints help them stand out.
KANRO 11 Grain Enecha Candy	The novel energy drink flavour of these boiled sweets is echoed through bold design.
PRIME Hydration Drink	Influencer marketing and artificial scarcity anchored a strategy that earned Prime Hydration rapid penetration in the sports drink space.
GO MATE Verba Mate Drink	This launch is interesting for the way branding is used to highlight suggested "day" and "night" usage occasions. The blend of yerba mate and nootropics is also distinctive.



SME Finalists

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



RBEL BEE Honey Gummies	We've seen honey used before as a star ingredient in gummy sweets, but not with the same purported functional benefits and ingredients as this launch.
BASE ORGANIC FOOD Cashew Butter	Nut butter branches out with unusual savoury flavours like chilli and curry.
KATHAROS Cheese Block	Cheese substitutes continue to diversify, as demonstrated by this launch based on watermelon seeds.
THE RYL CO Ready-To-Drink Tea	The proprietary technology is claimed to deliver an elevated quantity of polyphenols, supporting this tea's functional positioning.
NICOCCINO Nicotine Strips	Nicotine alternatives to tobacco are a developing category, as demonstrated by this launch based on algal jelly.
VEGBLOC Meat Substitute	This meat substitute is noteworthy for its emphasis on versatility and pulse-based ingredient list.
ISSEI Mochi Gummies	This mochi dessert / gummy sweet crossover is further evidence of how the 'clean eating' trend is impacting the confectionery market.
NOOX Revive Sparkling Drink	This launch aligns to increased interest in cognitive and brain-boosting benefits in functional drinks.

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

FHIRST Living Soda	Plant-fibre and probiotics mark Fhirst out in the soft drinks category.
TOOGOOD KIDS Candyfloss Substitute	Chicory fibre reportedly delivers a 90% sugar reduction compared to traditional candyfloss.
SOLELY: Green Banana Pasta	Green banana entirely replaces wheat in this notable pasta launch.
SAFRESH Saffron Herbal Drink	Saffron is an unusual headline ingredient for a functional drink.
AVONMORE Fibre Plus Milk	Immunity and gut health benefits are touted in this milk through the addition of chicory fibre.
LEAO Tea For Women	This tea takes age targeting to new places with varieties "for different stages of a woman's life".
PREMIER PROTEIN Good Night Nutrition Shake	Enhanced sleep claims are novel for a protein drink.
SALUD Edamame and Avocado Burger	Avocado, edamame, quinoa and other ingredients give this meat substitute a unique flavour and texture.



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.



MERCHANT GOURMET Frozen Green Lentils	This frozen offering helps position lentils as a convenience food.
DR WILL'S This Vegan Bacon Ketchup	Vegan bacon has been sparking some interest recently, but this is the first time we've seen it incorporated into ketchup.
QUAKER Heavenly Oats Porridge	Chocolate and caramel flavour show the continued appeal of confectionery-inspired indulgence in breakfast cereal.
COCOS ORGANIC Coconut Milk Yoghurt Tubes	These are the first plant-based alternatives to children's yoghurt tubes that we've seen.
HEINZ Vegan Christmas Dinner Soup	Canned soup continues to become more elaborate, as evidenced by this novel "Christmas dinner" variety.
MOJU EATEN ALIVE Ginger (S)hot Sauce	The ginger and fermented chilli combination is distinctive, as is the overall tie-up between a functional drinks firm and a seasoning company.
SMARTER NATURALLY Instant Broccoli Soup	This instant soup touts the benefits of glucoraphanin, a natural compound that is said to have anti-inflammatory benefits.
BOL Power Shake	Meal replacements get a health boost with this launch based on "plant-powered whole foods".

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

BEST OF MIDDLE EAST Finalists

BARADA Chocolate Dessert Hummus Snack	Hummus provides a healthier alternative to conventional chocolate spread snacks.
COCO SOUL Dairy Free Iced Coffee	Oat and coconut combine in this novel dairy-free coffee launch.
BARAKAT Acai and Peanut Butter Smoothie	Peanut butter and acai make for a novel fruit smoothie combination.
AL AIN PLUS Bottled Water	The combination of minerals in this fortified water, including zinc and magnesium, is distinctive.
NATURE'S OWN FACTORY Buckwheat White Chocolate Dates	Buckwheat gives added crunch to date confectionery.
AL KABEER Stuffed Falafel	Varied crisp and moist textures help to elevate traditional falafel.
THRYVE Meat Substitute	Broad (fava) bean continues to expand its presence in the meat-free space, as this launch demonstrates.
LULU Instant Multigrain Cereal with Ginger	This instant cereal product is spiced with ginger, which is claimed 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.



MIYOKO'S CREAMERY Liquid Vegan Pizza Mozzarella	This novel non-dairy cheese claims to replicate the melting qualities of traditional mozzarella.
FRESKIBO MARINERAS Burger	Cuttlefish makes for a novel alternative to traditional fish-based burgers.
DULCESOL Ketchup Flavour Burger Bun	This ketchup-flavoured burger bun offers a mess-free alternative to table sauces.
FRUTOS SECOS, SAL DE IBIZA La Vie En Rose Crisps	Floral flavors reach the crisp category with this rose-based blend.
ARLA Best Of Both Semi-Skimmed Milk	This launch claims to innovate by combining the lower-fat benefits of semi-skimmed milk with the creamy taste of whole milk.
FRESH JUICE TEA Black Tea Soaked in Pineapple Juice	The claim that this tea is made "juicy" by combining it with fresh fruit is particularly distinctive.
LAND O'LAKES Butter Balls	This "ball" format is new for butter, offering a new ready-portioned solution.
NO FAIRYTALES Frozen Burrito	Vegetable ingredients give the tortillas in these burrito products an added health boost.

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

KELLOGG'S INSTA-BOWLS Breakfast Cereal	We've seen a few previous efforts to turn ready-to-eat breakfast cereal into an on-the-go product, but this launch's 'just add water' approach (blending cereal with powdered milk) makes it particularly versatile.
TIC TAC SEEDS Hard Mints	The "seed centre" of these mints aligns them to the trend for whole foods.
NAERA Fish Jerky Crunch	Fish-based products continue to develop as an interesting niche in the snacks space, as this launch demonstrates.
FINI Popcorn Marshmallows	Sweet treats combine in this playful launch.
BRUTAL Chocho Lupini Puffs	Could chocho (Andean lupin) be a worthy rival to chickpeas, broad beans and other pulse flours in the plant-based space.
FANCY BY NATURE Honey Fermented Fruits	Pickling and fermentation continues to drive food innovation, as evidenced by this fermented fruit snack.
CINNAFUEGO TOAST CRUNCH Snacking Mix	This launch is a further example of breakfast cereal brands aiming to align to the 'snackification' trend.
CLAUSSEN SPRITZ SOCIETY Sparkling Wine Cocktail	We've seen 'pickle' flavours penetrating a number of drinks categories in recent years, but this is the first time we've recorded it in an alcoholic cocktail.





Product
**GAMA
INNOVATION**
AWARD WINNER

"Every year we try to improve and develop something innovative in vegetable oil and condiments. Thank you to the judges".

Leonardo Mantova
Compagnia Alimentare Italiana

Air Fryer Spray Oil



Packaging
**GAMA
INNOVATION**
AWARD WINNER

"This award is testament to our team's pursuit of excellence. Our goal is to improve the food experience of our customers and this packaging exemplifies that objective".

Miguel Gironés López
ElPozo

Pasta Meals



Positioning
**GAMA
INNOVATION**
AWARD WINNER

This alcohol-free beer impressed the panel with its positioning as a "recovery" beverage.

Peak Beer To Reload



Branding & Design
**GAMA
INNOVATION**
AWARD WINNER

"We're very honoured to be here - thank you very much. Our product helps high performers who are looking to have mental sharpness but do it naturally".

Frank Mertens
Yes Mate Drinks

Yerba Mate Drink



SME
**GAMA
INNOVATION**
AWARD WINNER

"It's an honour to win this award and I would like to thank all those who voted for us. Nootropics and functional drinks are a growing market and the response has been overwhelming".

Karen Zafar
Pure Global Trade

Revive Sparkling Drink



Health & Wellness
**GAMA
INNOVATION**
AWARD WINNER

"It's a great achievement for me and for our team, and also a big motivation as it shows we are doing something positive".

Joana Hranova
Saphya Group

Saffron Herbal Drink





Best of Britain
GAMA
INNOVATION
AWARD WINNER

"As a small, independent family business this award and recognition really does mean a lot to us".

Bryony Gray
Met Foods

Coconut Milk Yoghurt Tubes



Best of Middle East
GAMA
INNOVATION
AWARD WINNER

"I'm deeply honoured to accept the Gama Innovation Award for our chocolate hummus. This award is testament to the power of innovation that thrives in our region".

Aymen Belhaj
Liviano Foods

Chocolate Dessert Hummus Snack



Hospitality
GAMA
INNOVATION
AWARD WINNER

"Since its foundation more than 70 years ago, innovation has been a key lever of growth for our company and the path to sustainable development. This award encourages us to maintain this constant innovation".

Gerardo Estruch
Vicky Foods

Ketchup Flavour Burger Bun



Travel
GAMA
INNOVATION
AWARD WINNER

The Travel award went to this power mint innovation featuring a filling of aromatic spices.

Hard Mints



Compass
GAMA
INNOVATION
AWARD WINNER

"I'm really surprised because I didn't expect this award. Certainly a passion for following innovation and teaching my students all about the exciting activity in the food industry is something that has motivated my activities".

Daniele Tirelli





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 – FMCG,
 WOW! Momo Foods, 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



**YOUR
INNOVATION
PARTNER**

Gama

Inspire | Connect | Innovate

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RETRIEVAL**

Procure products from all round the world for competitor analysis, quality assurance and ideation.

**MARKET
SCAN**

Get a detailed snapshot of innovation and trends in your category through global in-store and secondary research.

**MEET THE
BUYER**

Connect directly with a diverse range of international retailers, distributors and commercial partners.

**MEET THE
INVESTOR**

Link up with bona fide private and institutional investors keen to expand their consumer goods portfolios.

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THE DATE**

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Manchester

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