2024
Manchester
24th October

GAMA INNOVATION CONFERENCE & AWARDS

Bringing together
the world's consumer goods
leaders and innovators

www.gamainnovation.com

THE EVENT

2024 GAMA INNOVATION CONFERENCE & AWARDS

BRIDGEWATER HALL, MANCHESTER - THURSDAY 24TH OCTOBER 2024

GAMA INNOVATION CONFERENCE

1pm - 3pm

Welcome and opening remarks
Cesar Pereira, Founder & CEO, Gama

"The future of the UK food and drink industry"
Ian Wright CBE, Co-chair Food & Drink Export Council, Department for Business and Trade

"Building a health-orientated consumer goods brand - key success factors"
Tricia McNeilly, Founder, ötzibrew

"Disruptive innovation in meat and dairy"
Simón Fusté, European Snacking Director, Sigma

"Tomorrow's technologies in confectionery"
Annika Porr, Senior Manager, Forward Lab, Fazer

"The perfect pitch: top tips for FMCG brands seeking investment"
Cris Arcangeli, Chief Executive, Investor, Serial Entrepreneur, Shark Tank Brazil Host

"Key innovation trends 2025"
Tom Warden, Insights Director, Gama

"The future of dairy innovation"
Çağdaş Savaşan, Marketing & Commercial Director, Eker

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

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 **4pm - 4.40pm**

Showcase of innovative companies & networking coffee

SPEAKERS

MANCHESTER CITY COUNCIL

The Lord Mayor

City of Manchester

Manchester: a city built on innovation

beautyin®

Cris Arcangeli

Chief Executive, Investor, Serial Entrepreneur

The perfect pitch: top tips for FMCG brands seeking investment

Sigma

Simón Fusté

European Snacking Director

Disruptive innovation in meat and dairy

Gama

Inspire | Connect | Innovate

Tom Warden

Insights Director

Key innovation trends 2025

Host

Fred Caldeira

Journalist & Broadcaster

Department for Business & Trade

Ian Wright CBE

Co-chair, Food and Drink Export Council

The future of the UK food and drink industry

Fazer

Annika Porr

Senior Manager, Forward Lab

Tomorrow's technologies in confectionery

eker

Çağdaş Savaşan

Marketing & Commercial Director

The future of dairy innovation

ötzibrew

Tricia McNeilly

Founder

Building a health-orientated consumer goods brand - key success factors

JUDGES

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

Hai Liu
Vice General Manager

Tammy Butterworth
Product Innovation Director

Andrea Budelli
Global Chief ESG Nutrition & Technology Officer

Nicola Coronado
Business Strategy Director

Mitesh Jamnadas
Chief Innovation Officer

John Winnard MBE
Managing Director

Melissa Snover
Founder & CEO

Asif Hasan
Group Head Consumer Insights

Paula Amaral
Head of Sustainability, Innovation & Strategy

Ian Lewis
Retail Director

Alberto García
Head of Communications

Mithun Appaiah
Chief Executive Officer – FMCG

Mikko Lindqvist
Chief Business Officer

Laura Trivulzio
Marketing Director

Pablo de la Fuente
Strategy, Portfolio & Planning 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.

DAIYA **Plant-Based Cheese Crumbles**	Oats continue to prove their worth as a dairy alternative, as demonstrated by these dairy-free cheese crumbles.
MEBLE **Crispy Watermelon Chips**	Watermelon is a new entrant into the world of dried fruit snacks.
TIDE EVO **Fibre Tile Laundry Detergent**	P&G's new "tile" detergent format promises a reduction in both effort and environmental impact.
BAUER DADOCREMA **Cooking Stock Cream**	This 'stock paste' format allows Bauer to showcase premium and natural ingredients.
FAZER TASTE THE FUTURE **Snack Bar**	Precision-fermented protein demonstrates its versatility in this confectionery launch.
MR.B BROKO-FRESH **Broccoli Drink**	Broccoli and spirulina combine to create a 'supergreen' formulation in this novel functional drink.
NISSIN GEKI **Chili Infused Asian Noodles**	The "infusion" technology used for these noodles is claimed to create the experience of "heat from within".
TACHE **Pistachio Milk Latte**	Pistachio milk headlines this novel RTD coffee.

PACKAGING
Finalists

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

ALDI **Wine**	Paper-based bottles are likely to grow in popularity, with Aldi the first UK retailer to use them as a wine format.
LA PRESSERIE **Soup**	Novel use of vacuum packs helps showcase this soup's star ingredients.
BAD MONKEY HEAT N' EAT **Pre-Popped Popcorn**	Heat-resistant packaging turns ready-to-eat popcorn into a hot snack.
BONDUELLE **Frozen Vegetables**	Monomaterial plastic is becoming increasingly popular as brands seek out ways to improve pack recyclability.
THE BRITISH CRISP CO **Crisps**	The British Crisp Co is claiming a UK first with this "fully recyclable" paper crisp bag.
CARLSBERG **Beer**	The rounded edges of this beer packaging apparently offer both branding opportunities and a reduced carbon footprint.
CLICK4MORE **Party Shot**	We've seen 'twist to mix' packaging before in functional drinks, but it's interesting to see the concept adapted to pre-mixed spirits.
FLORA **Unsalted Butter Alternative**	Upfield's innovation underlines the extent to which paper-based materials are increasingly seeking to match the performance of plastics in respect of both rigidity and barrier protection.

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.

COCA-COLA CREATIONS Y3000 Cola	This is an interesting example of how consumer goods can tap into the artificial intelligence (AI) trend through augmented reality experiences.
COCUUS UPGRADED MEAT Meat Elaboration	This product is especially unusual in combining meat offcuts with vegetable fats and minerals, allowing for health-forward positioning.
HELL AI Energy Drink	Does this "powered by AI" concept herald the future for food and drink formulation?
LO CONTE DECORI Sugar Candles	We've seen edible candles made of chocolate before, but these are the first we can recall in the form of sugar confectionery.
NEW BARN ORGANICS Unsweetened Almond Milk	Regenerative agriculture continues to be a popular sustainability concept, as this almond milk demonstrates.
PHOSKITOS Mini Maxi Cake	Tongue-painting effects transition from confectionery to cakes with this fun launch.
TOPPITS Paper Freezer Bags	As paper and card increasingly replace plastic as a packaging material, we are likely to see similar trends in household wrap and bags.
VAPPUCCINO Disposable E-Cigarette	This 'energy vape' that seeks to emulate a cup of coffee provides further evidence of the blurring of the lines between nicotine and non-nicotine categories.

BRANDING & DESIGN
Finalists

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

OUEGG Egg Chips	Eggs find a new expression as a high-protein snack.
CAFE BUSTELO Espresso Style Coffee	This coffee pack mimics a traditional mokka pot, helping it stand out on shelf.
THE LONDON DOUGH CO. DOUGHLICIOUS Cookie Dough & Gelato Bites	The mochi trend is given a creative twist with this cookie dough and ice cream launch
ICE BREAKERS SPARKLING Sugar Free Mints	These novel "sparkling" mints are claimed to replicate the experience of drinking seltzer water.
LITE Beer Mints	Breath mints take inspiration from beer in this novelty offering.
MAHOU DIABLA Mango Chili Beer	This mango chilli beer has a strong visual identity thanks to a collaboration with rap artist Duki.
PORTUGAL BUGS Protein Crackers	This snack is not shy about its use of insect flour for added protein content.
TRADER JOE'S Mini (Almost) Everything Bagel Sandwich Crackers	Miniaturisation comes to bagels with these cream cheese filled snacks.

SME
Finalists

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

NATURE'S PREMIUM **Fruit Pearls Snack**	The "pearls" format used here takes fruit desserts in a creative new direction.
BEAMY **Plant-Based Dried Egg Mix**	Lentil fibre and bamboo flour combine in this novel egg alternative.
BIOVEGAN MY SWEET RICE MOMENT **Instant Rice Dessert**	Coconut milk positions this instance rice dessert mix for vegetarians.
GRAND CAROB **Carob Granola**	Carob is made the headline ingredient of this new granola, which looks to be new for the category.
HUNT AND BREW **Cocoa Drink**	Use of single-origin cocoa underlines this chocolate milk's premium positioning.
NATURE'S FYND **Dairy-Free Yoghurt**	Culturing and fermentation technologies could see boundaries continue to be pushed in dairy alternatives.
PROASIS **Protein & Probiotics Cream Cheese**	Cream cheese is given a functional overhaul with this protein and probiotic enhanced offering.
TRIP **Mindful Blend Magnesium And Botanical Drink**	A novel blend of mushrooms, magnesium and l-theanine makes this drink stand out from the rest.

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

BLENDER BITES **1-Step Smoothie**	Amla is the star ingredient in this smoothie blend promising a boost for skin, hair and nails.
GOOD PICK TOAST PROTEIN **Perfect Protein Crispbread**	Whey protein continues to pop up in unexpected places, in this case a functional crispbread.
CHEERIOS **Veggie Blends Breakfast Cereal**	Spinach, carrot and sweet potato take vegetable-based breakfast cereal formulations mainstream.
EKER DETOKS **Probiotic Kefir**	The traditional fermented drink kefir is given a modern makeover with this "detox" concept.
FUL **Detox Spirulina Water**	Spirulina is cropping up in an increasing number of functional launches, here headlining a water with "detox" benefits.
MAYVER'S **Protein+ Peanut Butter**	The inclusion of "quinoa crisps" gives this nut butter a boost, both in terms of protein content and texture.
NOEL DELIPRO **Cold Meat**	This cold meat launch is notable for its protein-forward positioning and masculine design.
WOVO **Egg White Dessert**	Egg white could be an interesting choice for consumers seeking a high protein, low fat alternative to conventional dairy.

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.

EATLEAN **Protein Cheese Bar**	Cheese isn't typically considered a health-oriented product, so it's interesting to see it repositioned here as a high-protein, low-carbohydrate snack bar.
GO AHEAD WHOLISTIC **Nut Butter Filled Date Bar**	Nut butter adds an interesting textural dimension to this fruit bar.
MULLER GOOD STUFF **Milk**	Muller's use of ceramic filters is claimed to give this milk extra-long shelf life.
NAKSHA **Baking Kit**	Middle Eastern flavours have risen in popularity over recent years, but it's notable to see them cropping up in a category like baking mixes.
NORLO **Iced Coffee**	Standalone 'plant waters' may never have truly taken off, but launches such as this birch water iced coffee suggest they may have a future as base ingredients in other categories.
POPHAKS **Popped Lotus Seeds With Ashwagandha**	Functional ashwagandha continues to branch out, as evidenced by this lotus seed snack launch.
QUAKER PROTEIN **Peanut Butter Oat Porridge**	This instant porridge is evidence of how widely peanut butter is now being used as a protein-boosting ingredient.
WHAT THE HECK **Sausage Bombs**	Sausage meets chicken kiev in this distinctive launch.

BEST OF MIDDLE EAST
Finalists

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

7 DAYS BAKE ROLLS **Rusks With Date And Cinnamon**	The blend of date and cinnamon helps these biscuit rusks stand out from the crowd.
BARADA **Falafel Spread**	Falafel has risen in popularity as a meat substitute, but this is the first time we can recall seeing it in spread form.
BARAKAT **Ghaf Shot**	Ghaf is the national tree of the United Arab Emirates. Its use as a botanical gives this functional shot a local character.
EARTH GOODS ORGANIC **Super Seed Muesli**	The seed-heavy formulation of this single serve muesli provides a protein and fibre boost.
HAYATNA **Collagen Drink With Hibiscus & Pomegranate**	Hibiscus & Pomegranate is a creative flavour blend for a functional collagen drink.
L'USINE **Oat & Honey Bread**	Oats and honey remain popular as health-oriented ingredients, making this bread particularly on-trend.
RIO **Honey Water With Saffron**	Honey-sweetened waters have emerged as an interesting niche, and this saffron-flavoured product is a particularly distinctive example.
THE GOODNESS COMPANY **Chocolate Date Bites With Pistachio**	Pistachio, date and chocolate make for an interesting confectionery combination.

HOSPITALITY
Finalists

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

PINGO DOCE **Blue Ice Cream**	Spirulina is the secret to this ice cream's electric blue colouring.
RAP10 **Chocolate Tortilla Bread**	Flour tortillas get a sweet twist with this chocolate-flavoured option.
AWEVO **Potato Based Liquid Egg**	We've seen potato emerge as a dairy alternative, but this is the first potato-based egg substitute that we can recall.
CALIFIA FARMS **Almond Creamer With Lavender**	Floral flavours continue to expand their reach, as illustrated by this lavender flavour dairy-free creamer.
CAVIAROLI PINTURA **Dressing**	These 'salad dressing paints' make a colourful statement on the plate.
GREEN'S ICE DREAM **Ice Cream Cake Mix**	The 'freeze in an hour' benefits of this formulation could be appealing to ice cream vendors.
MIQURA **Zen Beauty Before Sleep Foot Mask**	The 'socks' format looks to be new for a personal care mask with relaxation benefits.
SCANDSEA CARE **Relax Seaweed Body Oil**	Wild-sourced ingredients are big right now, with this body oil just one such example.

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

HIPOCRAT RELAXIUM **Supplement Gel Sticks**	Gel supplements are largely known as energy or sports aids, making this stress-relief gel sachet particularly distinctive.
ALLI & ROSE **Crispy Croissant Bites**	These "croissant bites" are a novel reinterpretation of the classic breakfast treat.
ENDANGERED SPECIES CHOCOLATE **Dip' N Joy Chocolate Batons And Dip**	This combination of chocolate batons and sweet dips creates an indulgent snacking experience.
LEWA OF SWEDEN **Decaffeinated Energy Pouches**	The decaffeinated formula makes this pouch particularly suitable as an evening nicotine replacement.
NOMAD **Popcorn**	This popcorn is inspired by 'world food' flavours such as Japanese ramen and chimichurri.
SIPMATE **Stain Prevention Spray**	This oral spray promises a new solution to wine tooth stains.
SNACK'IN FOR YOU **Air Meats Snack**	The combination of meat and cereal ingredients, as well as the aerated texture, make this snack especially distinctive.
TARTUFI JIMMY **Instant Potato Meal With Truffle**	Real truffle elevates this potato-based dried ready meal.

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

PRODUCT 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.

GAMA COMPASS

Through our subscription insights platform, explore a world of innovation and streamline your NPD pipeline.

50+ COUNTRIES

100+ IN-COUNTRY EXPERTS

1,000s OF NEW PRODUCTS

www.gamaconsumer.com

10 ANNIVERSARY

2025

GAMA INNOVATION

CONFERENCE & AWARDS

EXPERT SPEAKERS

OVER 300 INDUSTRY LEADERS

INSPIRING INNOVATIONS

NETWORKING OPPORTUNITIES

SAVE THE DATE

GICA 2025
23rd October
Manchester

www.gamainnovation.com