



2025

Manchester
22nd October

GAMA INNOVATION CONFERENCE & AWARDS

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

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THE EVENT



**GAMA
INNOVATION**
CONFERENCE & AWARDS

BRIDGEWATER HALL, MANCHESTER - WEDNESDAY 22nd OCTOBER 2025 🇬🇧

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
"From fashion to food - lessons in entrepreneurship"
Tsvetina Stamboliyska, Founder & Chief Executive Officer, MyBears
"Influencer marketing opportunities in FMCG"
Luca Barone, Founder & Chief Executive Officer, Fitporn
"Growing a functional foods powerhouse"
Paul Brown, Founder & Chief Executive Officer, BOL Foods
"Winning Gen Z: building brand love in a distracted world"
Wedyan Alahmadi, Head of Marketing, Halwani Bros
"Key innovation trends 2026"
Tom Warden, Insights Director, Gama
"Artificial intelligence: opportunities, risks and challenges for FMCG brands"
Prof. Keeley Crockett, Professor in Computational Intelligence, MMU

MEET THE BUYER

Meet The Buyer gives innovative suppliers a unique opportunity to connect directly with a diverse range of international retailers, distributors and commercial partners.

MEET THE INVESTOR

Meet The Investor pairs innovative start-up and scale-up FMCG businesses with 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 - Sustainability
Gama Innovation Award - Technology
Gama Innovation Award - Compass
"Manchester, a city built on innovation"
The Lord Mayor, City of Manchester

INNOVATION ZONE

11.30am - 1pm

Showcase of innovative companies & networking coffee

4pm - 4.40pm



SPEAKERS



The Lord Mayor
City of Manchester

Manchester: a city built on innovation



Wedyan Alahmadi
Head of Marketing

Winning Gen Z: building brand love in a distracted world



Paul Brown
Founder & Chief Executive Officer

Growing a functional foods powerhouse



Tom Warden
Insights Director

Key innovation trends 2026



Host

Alicia Verrando
Marketing & Public Relations



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

The future of the UK food and drink industry



Tsvetina Stamboliyska
Founder & Chief Executive Officer

From fashion to food - lessons in entrepreneurship



Luca Barone
Founder & Chief Executive Officer

Influencer marketing opportunities in FMCG



Prof. Keeley Crockett
Professor in Computational Intelligence

Artificial intelligence: opportunities, risks and challenges for FMCG brands

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
Chief R&D Officer



Nicola Coronado
Business Strategy
Director



Rita Nabeiro
Executive Board Member
Chief Executive Officer,
Adega Mayor



John Winnard MBE
Managing Director



Asif Hasan
General Manager
Consumer Insights



Paula Amaral
Head of Sustainability,
Innovation & Strategy



Alberto García
Head of Communications
& Advertising



Mithun Appaiah
Chief Executive
Officer – FMCG



Mikko Lindqvist
Chief Sales Officer



Laura Trivulzio
Chief Marketing Officer



Pablo de la Fuente
Strategy, Portfolio &
Planning Director



Alex Baron
Commercial Director



Mitesh Jamnadas
Chief Innovation
Officer



Priya Chopra
Strategy 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.



AURA Sea Salt With Mushrooms & Herbs	This blend of salt with mushrooms and herbs is an interesting addition to the seasonings category.
BUCHCIK Cacao Bombs Steamed Buns With KitKat	This product, with its "KitKat filling", is a novel take on a traditional Chinese style steamed bun.
GBG SODA SKUMPA Tonic	Alcoholic / non-alcoholic drink crossover continues with this "champagne-flavoured" tonic water.
HOSTESS DONETTES Fritter Rings Cakes	The 'pull apart' design of these apple donuts is a little different.
KULT Water Kefir Mate	Mate tea is an innovative flavour for a kefir drink.
MUNCHING QUEEN Oven Baked Pasta Chips	'Baked pasta' could be an interesting new segment for savoury snacks.
NOR Pouchless Nicotine Pods	These "pouchless" nicotine pods are a novel format that should help to reduce packaging waste.
REVO THE KRAKEN Octopus Substitute	'Octopus' makes its debut in the world of meat and fish substitutes.
TREVINHO KIDS Strawberry Yoghurt With Jelly Sweets	Jelly sweets are a novel 'mix-in' option for yoghurts.
WYMAN'S Fruit First Waffles	These frozen waffles have a fruit-heavy formulation, which should appeal to health-conscious consumers.

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

PACKAGING Finalists

ECO-MATE Handwash	This soap pack bolsters its eco credentials by combining a reusable metal pump with a paper bottle with "pine residue" lining.
GRAZA Extra Virgin Olive Oil	This nitrogen-sealed metal can for olive oil is said to help prevent oxidation and spoilage.
HELLMANN'S Plant-Based Mayo	The vegan coating is claimed to make it easier to dispense the product, reducing food and packaging waste.
JOHN WEST Canned Tuna	These cans lock together as a stack to create a multipack, eliminating the need for plastic wrap.
MORINAGA Pino Gacha Ice Cream	This "Pino Gacha" concept is claimed to distribute a random choice of flavours, increasing consumer interaction.
NESTLE PURINA GOURMET REVELATIONS Cat Food	The novel 'pyramid' shape of this packaging is said both to be more convenient to serve and more appetizing to cats.
SCHOKO SCHATZ Chocolate With Toy	With its plastic-free toy, this product claims to offer a more sustainable alternative to established chocolate eggs.
SENSEI FARMS Salad	By switching to cardboard, this salad pack apparently achieves a 90% plastic reduction while still showcasing the product inside.
SUNFEAST FARMLITE Digestive Biscuits	This 'paper bag' biscuit pack is claimed to reduce breakage in transit, in addition to being more sustainable than plastic.
THE RICE STUFF Rice Box	This rice pack turns into a serving dish, so the meal can be eaten on the go.



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.



ARTE FRITAS Gourmet Canape Crisps	Crisps are elevated to appetiser status with this 'crisps as canapes' option.
CARE LAB Care Bar Snack	These snack bars take the food-as-medicine concept further than most, promising to address the impacts of our "stressful lifestyles".
DUAL POWER ORIZON Glass Cleaner	This glass cleaner apparently reduces indoor air pollution, a new wrinkle for household detergents.
KINDER KINDERINI Cookies	Consumers are encouraged to share photos of themselves copying the expressions on these biscuits, increasing engagement.
LOWICZ Blackcurrant Tart Rice & Fruit Dessert	This rice and fruit puree emulates a classic Polish dessert, giving it added indulgence.
NISSIN Campfire S'mores Ramen Noodles In Sauce	These instant noodles are said to evoke summer campfires, which is novel positioning for the category.
PROGEVITY Protein Drink For Men	We've seen a few launches boasting "longevity" before, but the differentiated formula for men looks to be a first.
RAW HYDRATE Electrolyte Drink	The positioning of what is essentially a pressed watermelon juice as a "raw electrolyte drink" demonstrates the continued allure of functional marketing.
SPRINGHILL FARM Choc Oat Slice For Busy Bodies	The designs printed on to these snacks are claimed to promote physical exercise, which is unusual health-related positioning.
WONKZ CIGPAL L1 Smart Heated Tobacco Device	By being compatible with regular cigarettes but reducing chemicals, this device could help smokers transition to lower-harm products.

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

BRANDING & DESIGN Finalists

BIG-ACTIVE El Melon Ice Tea	The elaborate 'Day of the Dead' inspired design should help this ice tea stand out on shelf.
CALBEE HOOLEYS WAVES Snacks	The triple layer format of this snack, replicating the shape of an ocean wave, is distinctive.
CLOUD 23 Sweet Jalapeno Hot Sauce	This hot sauce emulates a perfume bottle, giving a luxury feel.
KELLOGG'S FROSTED FLAKES Glazed Donut Holes Cereal	"Donut holes" is a unique take on traditional breakfast cereal.
LECOUPE ICE Luxury Strawberry Ice Tower	Ice cubes are elevated with this 'fruit inside' concept.
MINOA KIDS BOMB Sugar Free Drink	The "bomb" styling of this soft drink, although perhaps controversial, is certainly eye-catching.
NESTLE KITKAT Chocolate	'Hockey stick' pack design nods to KitKat's partnership with the NHL.
PROTEIN CANDY Candy	High protein concepts arrive in the sugar confectionery aisle.
WHY NOT Pomegranate + Cucumber Organic Craft Soda	The branding, combined with botanical ingredients, repositions soft drinks as a healthy option.
ZINGHA COOL BEANS COLLECTION Nasal Inhaler	'Inhalable coffee' is certainly a distinctive concept for an energy supplement.



SME Finalists

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



+ MU Pacocita Flavour Protein Supplement	Whey protein supplements look to confectionery with this pacocita (peanut candy) flavour.
AH SHORE LOOK Irish Seamoss Cleanser	Irish seamoss makes its debut as a personal care ingredient.
COCO2 Dairy Free Infant Formula	This coconut-based formulation offers a "nutritionally complete" alternative to regular infant formulas.
FOODHAK Protein Crackers	Chilli and beetroot give these crackers a distinctive flavour profile.
GRAND CAROB Carob Flour	This carob flour emphasises its regional Portuguese roots.
KLAR Bioceramic Nicotine Pouches	The bioceramic granulate used in these nicotine pouches is said to enable faster and more efficient nicotine release.
LAPHET Tea Pesto	Fermented tea makes a novel basis for a pesto.
MAIZLY Corn Milk	It's interesting to see this corn-based milk alternative addressing elements such as appearance and mouthfeel.
OAT HAUS Wild Berry Granola Butter	Dessert-inspired innovation is again to the fore with this granola butter that is said to taste of warm berry crumble.
TANTOS Puffed Pasta Chips	Puffed pasta is a distinctive addition to the snacks aisle.

Functional continues to be a watchword in FMCG innovation. Our **Health & Wellness** category recognises products setting new standards in health, nutrition and wellbeing.

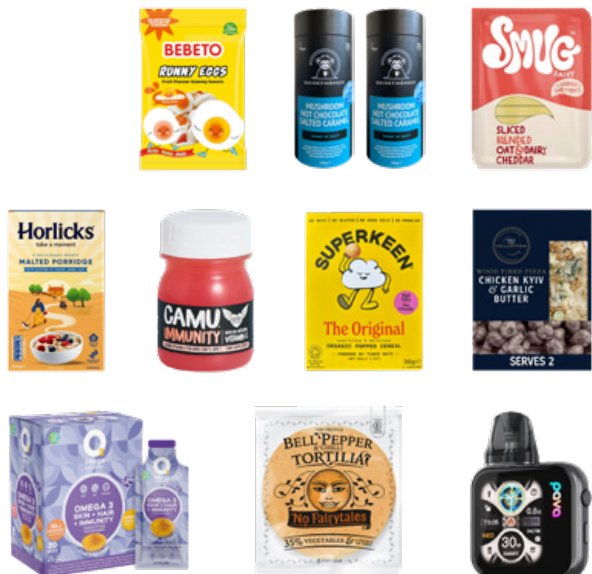
HEALTH & WELLNESS Finalists

AMUL High Protein Dahi	Functional claims are increasingly influencing even traditional dairy products, as is the case with this "world-first" high-protein dahi.
BEE&YOU KIDS Propolis Immune Night Time Shot	Immune health continues to be a focus of innovation, as this "night time shot" for kids demonstrates.
BORD A BORD Yellow Carrot Guacamole With Confit Lemon	Seaweed is an unusual addition to this avocado-free guacamole.
CONTINENTE Collagen Breadsticks	Even breadsticks are not immune to the 'food as medicine' trend, as this launch shows.
LEWA GLOW Energy Pouches	Collagen adds beautifying benefits to this energy supplement.
MEIJI CACAO BEAUTE Chocolate	"Cacao ceramides" are a novel ingredient in this 'beautifying' chocolate.
MISS MINEVA'S FERMENTIERTES SUPPENWUNDER Powdered Soup	Fermented ingredients arrive in the powdered soup category.
NOBRE CUIDA-T Turkey Slices With Carrot	Carrots add the health halo of vegetables to these turkey cold cuts.
TOM PARKER CREAMERY Lavender & Chamomile Bedtime Milk	Lavender is well known as a relaxing ingredient, but this is the first time we can recall it being used to position milk as a bedtime drink.
TWO SPOONS High-Protein Ice Cream	With rates of non-communicable diseases such as diabetes on the rise, we may see more products addressing this dietary niche.



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.

	ALLO PAVA Vape Device	The 'smart watch'-eque functionality on display here evidences the increasingly elaborate nature of vaping devices.
	BEBETO Runny Eggs Sweets	These sweets apparently use a liquid fill technology to simulate "runny eggs".
	HORLICKS Malted Porridge	The malt flavouring of this hot cereal is unusual.
	MARKS & SPENCER Chicken Kyiv And Garlic Butter Pizza	This chicken kiev concept is one of the more elaborate pizza toppings we can recall.
	NO FAIRYTALES Bell Pepper & Chilli Tortilla	This vegetable-heavy formulation looks to be a first for flour tortillas.
	OMEGA 3 SMOOTHIES Custard Tart Flavour Food Supplement	The dessert flavour for this food supplement is particularly out of the ordinary.
	QUIRKY MONKEY Mushroom Hot Chocolate	The 'mushroom hot drink' trend is given further impetus with this cocoa and fungi blend.
	REBEL KITCHEN Camu Immunity Shot	This "juice shot" format is apparently a first for camu camu as a food supplement.
	SMUG DAIRY Sliced Blended Oat & Dairy Cheddar	The 'half and half' concept blending oat and dairy looks to be a first for cheese.
	SUPERKEEN Organic Tiger Nut Popped Cereal	Tiger nuts are cropping up in one or two new places, in this case a puffed breakfast cereal.

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

BEST OF MIDDLE EAST Finalists

AL AIN Chicken Bucket With Fries	This 'chicken bucket and fries' concept is another demonstration of the 'takeaway at home' trend.
AL BARAKAH DATES Clear Date Sweetener	The clear colour of this product could help to establish dates more widely as a natural sweetener.
BARAKAT Date Teriyaki Rice	Middle Eastern and Japanese cuisines collide in this "date teriyaki" dish.
FIX DESSERT CHOCOLATIER Dubai Chocolate With Knafeh	Knafeh (a traditional Arabic dessert) gives a new spin on the Dubai chocolate fad.
HALWANI BROS Halawa Spread With Cranberry	This is novel fruity take on traditional sweet sesame sauce.
KINZA Apple & Mint Non-Alcoholic Cocktail	The positioning of this non-alcoholic fruit and herbal blend as a "cocktail" is distinctive.
MILAF Cola With Date Extract	The use of date extract stands out in this cola drink.
SADIA Easy & Tender Chicken With Yoghurt & Arabic Spices	Yoghurt marinade gives new possibilities to frozen chicken.
ZAD Tamriya With Chocolate Hazelnut	Hazelnut spread gives a new twist to this date confectionery.
ZAMAT Fermented Date Mustard	This is the first "date mustard" we can recall.



HOSPITALITY Finalists

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



CHOSEN FOODS Avocado Oil Shortening	The vegetable shortening segment is given a modern twist with this avocado oil formulation.
DOSHA Lightly Sparkling Wellbeing Beverage	This novel drink claims to offer the benefits of "ancient Indian wellbeing".
LA SALTEÑA COLOR Y SABOR Empanada Dough	Pumpkin and beetroot provide a healthier alternative to traditional empanada dough.
LEAO Tea For Cocktails	This herbal tea is positioned especially for making cocktails, which appears to be a first.
NATURAL ONE Yacon & Vegetable Juice	Yacon, a tuber hailing from South America, is the star ingredient of this drinks launch.
P.A.N. Filled Arepas	These ready-filled arepas (flatbreads) provide a new convenience option.
PATISWISS Freeze Dried Strawberry Dragees	The pistachio coating helps this dried fruit snack stand out from similar concepts.
PREPEAR Hangover Prevention Drink	This launch claims to help the body process alcohol more efficiently, which is distinctive.
TARONGINO Spritz Wine Cocktail	The combination of wine, oranges and spices is distinctive.
WOOLWORTHS Burfee Flavoured Milkshake	This is the first milk drink we can recall with a flavour inspired by traditional Indian sweets.

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

ALOEDENT Teeth Whitening Strips	The aloe vera ingredient looks new for teeth whitening strips.
BETTER WITH Almonds	Rose petals give this nut snack a floral twist.
CC'S FOUR'N TWENTY Corn Chips	Pastries inspire this line of savoury snacks.
COOKIEMAN Pumpkin Spice Loaded Cookies	Loaded cookies get an autumn-inspired twist with this pumpkin spice offering.
EXCEL REFRESHERS Soft Chew Gum	This "soft gum" format offers a new experience for chewing gum consumers.
NUU CHICO BENTO Cheese Bread Popcorn	Traditional Brazilian cheese bread (pao de queijo) finds a new home in the popcorn category.
POPCORN KITCHEN Popcorn Kit With Jelly Beans	Popcorn and jelly beans is a novel amalgamation for sweet snacks.
SNACK FACTORY POP'UMS Baked Pretzel Snacks	We've not seen anything quite like these snacks before, which are claimed to be pretzels but more closely resemble popcorn.
V REFRESH Blackcurrant & Yuzu Energy Drink	Blackcurrant and yuzu gives this energy drink an edge in the flavour stakes.
ZENTIS Coated Almond Balls	Brownie and popcorn coatings breathe new life into almond snacks.



Sustainability Finalists

Our **Sustainability** award recognises companies that have demonstrated an innovative approach to curbing their environmental or climate footprint.



BREWBEES Bolognese Sauce	This pasta sauce is an ingenious way of using up byproducts from the brewing industry.
B-SIDES Crunch Puffs	We've seen upcycled oats pop up in breakfast cereal before, but this seems to be their first appearance in a snack product.
EAT KINDA Cauliflower Ice Cream	This novel ice-cream addresses both health and sustainability by making use of cauliflowers that would otherwise go to waste.
ECOVER Bio Laundry Capsules	The use of 'upcycled' rose petals as a fragrancing ingredients is a first.
Jihe Eco Flush Sanitary Pad	These 'flushable' sanitary towels appear to be a first for the category.
MAGGI Instant Noodles	This is the first edible fork we have seen for instant noodles, and the first we can recall with a fold-up hinge.
MILKISH Watermelon SeedMilk	By making use of leftover watermelon seeds, this plant-based milk is able to claim a lower than usual water footprint.
NICE TO SAVE FOOD! Organic Soy Okara	As dairy-free milks increase in popularity, the byproducts they create could find uses elsewhere in the food industry.
SALT OF THE EARTH Deodorant Refill	This bulk-size refill should help reduce deodorant packaging waste.
YILI Plant Selected Oat Milk	Yili claims to have created a closed-loop recycling process by using light-blocking PET waste in its oat milk bottle shrinksleeves.

Technology promises to revolutionise all aspects of the FMCG industry. This award showcases the latest hi-tech breakthroughs in product manufacture, marketing and supply chain.

Technology Finalists

DAIRY PURE MILK50 Ultra-Filtered Skim Milk	This milk is claimed to use an advanced ultra-filtration method to filter out sugar without reducing protein content.
DKISS THE 21ST STICK Smokeless Nicotine Disposable Inhaler	This 'smokeless' e-cigarette could help make vaping more discreet.
EGGOZ NUTRITION Egg Nuggetz	Novel technology transforms eggs into meat-free nuggets and burgers.
ELMHURST TERRAMEAT Plant Based Chick'n	Hemp protein is the flagship ingredient behind this meat substitute that claims to be "the world's cleanest chicken alternative".
EQUII Macaroni & Cheese	This launch appears to mark the debut of "fermented protein flour" in the dried ready meals category.
INIKIN Freshly Brewed Tea	In this mix-in drink, a patented "freshness-retaining" cap is claimed to block light and oxygen to help preserve the freeze-dried tea it contains.
NIURISS Milk-Based Infant Formula	This formula milk contains OPO lipids, structured to be similar to breast milk, to support development and growth.
SUPRA Toilet Tissue	Air capsule technology is claimed to make this toilet tissue feel soft and velvety.
WHOLE MOON Coconut Milk	This plant-based milk is claimed to innovate by using "whole coconut" in place of creams or oils.
YORWIN E-Cigarette	This e-cigarette is claimed to use an electromagnetic heating atomization solution to replicate the "gratification" of a traditional cigarette.



SPECIAL THANKS



YOUR INNOVATION PARTNER

Gama

Inspire | Connect | Innovate

50+
COUNTRIES

100+
IN-COUNTRY
EXPERTS

1,000s
OF NEW
PRODUCTS

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.



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
Former 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".



**GAMA
INNOVATION**
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SAVE THE DATE

GICA 2026
22nd October
Manchester



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