

The poster features a background image of a modern glass-fronted building at dusk, with interior lights glowing. The building is partially obscured by large, overlapping geometric shapes in shades of blue and green. The text is overlaid on these shapes.

2026

Manchester
22nd October

GAMA INNOVATION CONFERENCE & AWARDS

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

www.gamainnovation.com

THE EVENT



**GAMA
INNOVATION**
CONFERENCE & AWARDS

BRIDGEWATER HALL, MANCHESTER - THURSDAY 22nd OCTOBER 2026 

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, Former Co-Chair, Food & Drink Export Council, Department for Business and Trade

"Breaking through the noise: critical success factors in launching a modern drink brand"
Emma Thackray, Co-Founder & Managing Director, Hip Pop

"Scaling with purpose: turning social impact into commercial growth"
Adri Williams, Managing Director, Khayelitsha Cookies

"Redefining modern wellness: consumer expectations of functional innovation"
Emmanuela Alesiani, Founder & Chief Executive Officer, Coccola

"From challenger to scale: lessons in building a high-growth confectionery brand"
Elif Asli Yıldız Tunaoğlu, Founder & Managing Partner, Patisinno

"Key innovation trends 2027"
Tom Warden, Insights Director, Gama

"From foresight to FMCG: executing on emerging consumer trends"
Tricia McNeilly, Founder, Kulay

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

4pm - 4.40pm

Showcase of innovative companies & networking coffee

FOODHAK

KOKOLA

CONFECTIONARY
HOLDING

THE ULTIMATE SWEET

UP

DATE
WATER

Public

HIGH
BRANDS

LIPSTRIP

Purely
Scottish
Natural Mineral Water

HIP
POP

SUNNY CHARM

Patissinno

PATISINNO

PORTO MUÑOS
LAS VERDURAS DEL MAR

UG

Süvy

VINTAGE

Wildbee

Turner

HEMISPHERE

Gama
Inspire | Connect | Innovate

SPEAKERS



The Lord Mayor
City of Manchester

Manchester: a city built on innovation



Emmanuela Alesiani
Founder & Chief Executive Officer

Redefining modern wellness:
consumer expectations of
functional innovation



Emma Thackray
Co-Founder & Managing
Director

Breaking through the noise:
critical success factors in
launching a modern drink brand



Tom Warden
Insights Director

Key innovation
trends 2027



Host

Alicia Verrando
Marketing & Public Relations



Department for
Business & Trade

Ian Wright CBE

Former Co-chair, Food and
Drink Export Council

The future of the UK food
and drink industry



PATISINNO

Elif Ashl Yıldız Tunaoglu

Founder & Managing
Partner

From challenger to scale:
lessons in building a high-growth
confectionery brand



Adri Williams

Managing Director

Scaling with purpose:
turning social impact into
commercial growth



KULAY

Tricia McNeilly

Founder

From foresight to FMCG:
executing on emerging
consumer trends



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



Hai Liu
Vice General Manager



Tammy Butterworth
Senior Director Global
R&D Operational
Excellence



Andrea Budelli
Chief R&D Officer



Vikki Babb
International Marketing
Director



Mitesh Jamnadas
Hub Director



John Winnard MBE
Managing Director



Angels Solans
Vice President of Growth



Asif Hasan
General Manager
Consumer Insights



Paula Amaral
Head of Sustainability,
Innovation & Strategy



Pablo de la Fuente
Strategy, Portfolio &
Planning Director



Milana Boskovic
Chief Marketing and
R&D Officer



Mithun Appaiah
Chief Executive
Officer



Mikko Lindqvist
Chief Sales Officer



Laura De Groot-Trivulzio
Chief Marketing Officer



Nicola Coronado
Global Creative Agencies
& Partnerships 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.



EL BEATO Torreznó & Caramel Dubai Style Turrón	Pairing the Dubai chocolate trend with savoury pork scratchings (torreznó) offers a bold, experimental take on the sweet-and-salty flavour profile.
IZIDORO 30g Protein Sausages	Blending egg white into meat products is a novel approach to boosting protein while simultaneously optimizing texture.
MAIZLY Soy Protein Based Infant Formula	This launch reflects an expanding role for soy-based alternatives within the highly regulated infant nutrition space.
MY DOCTOR'S RECIPE SMILE HEROES Fortified Ice Cream	This children's ice cream leverages advanced micro-coating tech to deliver essential nutrients without compromising on taste or texture.
MYPROVO Protein Dessert	Positioning egg whites as a direct substitute for dairy creaminess allows this fat-free dessert to capture the high-protein macro trend without traditional texture compromises.
NOOTZ Organic Coconut Smoothie	Blending coconut milk with coconut water creates an unusual, clean-label base that highlights premium, single-origin fruit varieties.
OATLY! Oat Drink With Turmeric	Oatly's professional-grade 'golden' base signals that Ayurvedic-inspired functional ingredients are firmly moving into the mainstream café space.
OH MY GOODNESS! Chocolate & Spinach Cookies	Incorporating spinach into chocolate cookies reflects the ongoing trend of 'stealth health' snacks masking vegetables behind indulgent flavours.
PATISEATH+ Hazelnut Butter Spread	Functional fats like shea butter and coconut oil elevate this nut butter from a simple spread to a health-focused powerhouse.
SHESHA Energy Drink With Raw Sugarcane	Using hand-harvested sugarcane positions this energy drink at the premium, naturally-sweetened end of the functional beverage market.

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

PACKAGING Finalists

BINO TRUST Shower Gel	Moulding this shower gel bottle into a bold capital letter "B" relies on unique structural geometry to secure immediate shelf standout.
EAT NATURAL Soft Fruit Bars	Utilizing an edible rice paper coating on soft fruit bars offers a clever, mess-free solution that hints at a future of reduced inner-packaging wrappers.
FOLI Oil, Dressing & Vinegar Set	These bottles use novel design to cosmetically 'lock together' for enhanced shelf impact.
FOXES BOW Irish Whiskey Pouch	This pocket-friendly, resealable whiskey pouch successfully reimagines the traditional hip flask for glass-free, on-the-go consumption occasions.
LIOTTI Ready To Drink Mojito	Mimicking a chocolate bar, this flat, windowed box format brings an ultra-portable, easy-to-dose single-serve novelty to spirits packaging.
MONCHIQUE Natural Mineral Water	This visually striking aluminium bottle elevates the sustainable water category with a premium design and closure meant to encourage continuous reuse.
ONE TRICK PONY Smooth Peanut Butter	An ingenious inverted jar design utilizes gravity to naturally manage oil separation in peanut butter, entirely removing the need for additives or stirring.
PENAGALLO Crunchy Aubergine Crisps	A separate honey sachet solves the common issue of soggy vegetable chips, offering consumers a customizable, fresh drizzling experience.
POCO VINO Single-Serve Wine	These stackable, horizontal single-serve glass mini-bottles maximize retail shelf efficiency while offering a visually disruptive merchandising system.
PURELY SCOTTISH Natural Mineral Water	This fully paper-based mineral water bottle, including the closure, marks a highly ambitious milestone for plastic-free beverage packaging.



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.

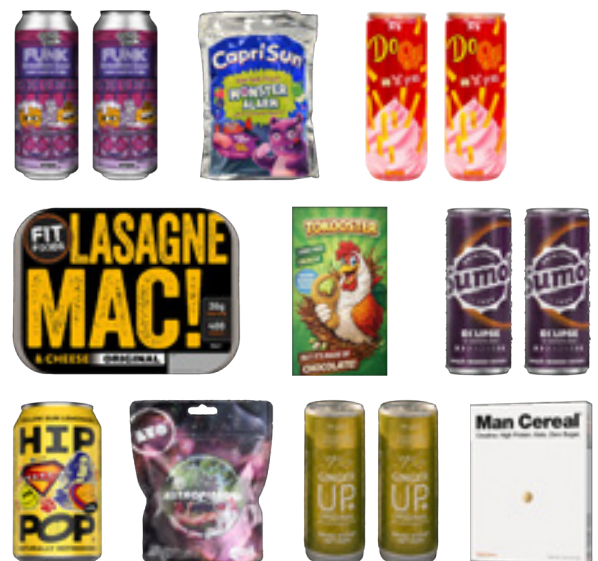


ARUN ICECREAMS Ice Cream Donut	Positioning ice cream as a physical 'donut' mimic allows the brand to cross-pollinate into bakery dessert occasions.
BIJLEE Energy Ice Candy	By utilizing natural coffee extracts, this caffeinated ice candy targets consumers looking for clean-label energy in non-traditional, portable formats.
DON'T WORRY Quinoa Bites	Quantifying indulgence at a strict 6-calorie-per-piece level actively gamifies portion control directly via front-of-pack messaging.
EL LOBO Rice Shorthread For Dogs	Borrowing premium culinary cues to introduce Spanish-style treats to dogs elevates the humanisation of the pet care category.
KING'S HAWAIIAN Sweet Ube Coconut Rolls	Leaning into ube's vibrant purple hue creates a highly visual, Instagram-ready appeal that targets consumers hunting for exotic, global flavors.
KKOBAP Kkobap Chicken Breast & Egg Salad	Marketing combined chicken and egg components in a refrigerated pouch successfully captures the gym-focused 'high-protein fitness nutrition' crowd.
MORENO Cider Vinegar With Kombucha	Framing an ACV and kombucha blend specifically as a culinary seasoning ingeniously brings a functional beverage 'health halo' into the condiment aisle.
OREO Sandwich Biscuits	The 'Ask Oreo' initiative transforms a simple snack into an interactive game by mimicking the nostalgia of a Magic 8 Ball on-biscuit.
TILLMAN'S Cheesecake Toaster Pastries	A breaded, frozen dessert engineered specifically for pop-up toasters creates a playful, novel hybrid of a savoury panini and sweet pastry.
VITZ VITAMINBOOST Enriched Candies	Using a medicine-style blister pack cleverly leans into the 'food as medicine' aesthetic to market functional health benefits.

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

BRANDING & DESIGN Finalists

ACR Ice 'n' Fries Soft Drink	This soft drink relies on graphic design to capture a viral internet meme, turning a social media aesthetic into a physical on-shelf product.
CAPRI SUN Soft Chews	Capri Sun successfully leans into its highly recognizable brand equity by stretching its iconic silver pouch into the gummy sweets aisle.
FIT FOODS Lasagne Mac! & Cheese	The branding of this novel 'Lasagne Mac' hybrid establishes an entirely new, dual-concept comfort food segment on the packaging.
GINGER UP+ Original Immune Booster Drink	Using clever typography, the split upside-down text serves as a playful device to physically prompt consumers to shake the can.
HIP POP Soft Drink	Vibrant colourways and aggressive branding typography heavily emphasize this soft drink's market positioning as a disruptive, culture-led upstart.
LYO Freeze-Dried Dumplings	A cosmic design aesthetic and pouch format work in tandem to anchor the narrative of a freeze-dried dumpling built for space.
MAN CEREAL Creatine Breakfast Cereal	An ultra-minimalist, stark white-and-black box design relies on hyper-simplicity to subvert traditional, busy sports-nutrition branding.
STORY BREW Craft Beer	The 'Brazil Soul' packaging uses thematic visual identity to map distinct beer varieties to different genres of national music and regional colours.
SUMOL ECLIPSE Soft Drink	Leaning heavily into current events, the limited-edition can design taps into a solar eclipse as a thematic, high-impact visual branding exercise.
TOKOOSTER Fried Chicken Shaped Chocolate	This whimsical, chocolate 'chicken drumstick' format leans into playful design to instantly disrupt traditional confectionery.



SME Finalists

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

	BON APPESWEET Date-Sweetened Chocolate	SMEs continue to drive dates into mainstream western categories, here positioning date sweetener as a novel natural sugar alternative in chocolate.
	FRANUI Chocolate-Coated Raspberries	This launch rides the frozen-fruit-as-confectionery wave, leaning into clean-label credentials with an agile cashew butter and no-added-sugar formulation.
	LUCIEN Liege Meatball Flavour Crisps	A distinctively localised meatball flavour profile showcases how smaller brands can offer a highly novel regional take on traditional meat-flavoured crisps.
	MAISON MATCHA Matcha Capsules	Adapting traditional matcha ceremony rituals into a compostable, single-serve pod format delivers maximum convenience without ecological compromise.
	MONATEA Cold-Brew Sparkling Rooibos Tea	This cold-brewed sparkling rooibos line leverages hyper-local South African botanicals to pioneer a unique regional niche in functional beverages.
	MORISH Crispy Seaweed Snacks	This crispy seaweed snack pushes gourmet boundaries by combining premium avocado and olive oil bases with a novel shiitake mushroom flavor profile.
	PIXX Nicotine-Infused Toothpicks	Highlighting an ongoing trend toward ultra-discreet functional delivery, this nicotine innovation playfully masquerades as a humble toothpick.
	PORTO-MUINOS Furikake Seasoning	Utilizing raw black and white sesame seeds adds a compelling, less-processed health dimension to the emerging furikake seasoning segment.
	RAW C Pistachio & White Chocolate Coconut Water	This world-first coconut water mashup cleverly captures viral social media momentum by introducing a fluid twist to the Dubai chocolate craze.
	SUNFLY Sunflower Seed Butter Filled Dates	Elevating dates with a premium sunflower seed butter filling highlights a growing opportunity for allergen-friendly, value-added healthful confectionery.

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

ALCOFRIEND Instant Coffee Powder	Integrating liver-supportive ingredients into a premium coffee format suggests that liver care could become the next major wellness frontier following gut health.
AMARA GREEN PROBITES Vegetable Bites	Infusing meat substitutes with prebiotics and vitamin B12 provides a distinctively gut-friendly, functional spin to the plant-based protein category.
CHILL SPRITZ ZERO Ashwagandha Sparkling Drink	This zero-alcohol, zero-sugar fizzy drink leverages a potent dose of the Ayurvedic adaptogen ashwagandha to position refreshment as an active mental pick-me-up.
GUT FOOD FERMENT FIZZ Fermented Lemonade	Positioning fermented lemonade as a gentle, fruit-derived alternative to probiotic pills signals a shift toward whole-food solutions for gut health.
HIGHS LIM Dietary Supplement	This dietary supplement targets metabolic health by integrating clinically proven Morosil to support glucose regulation and reduce fat storage.
KIMOCHI N101 Microbiome Boost Mouthwash	Reframing oral care around the oral microbiome highlights a fresh, scientific mouth-body connection crucial for optimizing daily nitric oxide production.
LITTLE BRAINIAC NEURO+ Fruit & Vegetable Smoothie	This overt cognitive focus expands the functional beverage market into early childhood nutrition via an explicit, brain-developing formulation modelled on breast milk.
QAMPO UNBORING SNACKS Savoury Veggie Snack With Samphire	Utilizing coastal samphire as a premium seasoning introduces a naturally low-sodium, mineral-rich botanical alternative to standard table salt.
SCI-MX JUICY High Protein Sparkling Drink	Combining real fruit juice with hydrolyzed collagen peptides disrupts sports nutrition by offering a refreshing, sparkling alternative to heavy, dairy-based protein shakes.
VITAL UP+ Bone Health Food Supplement	Formulating sugar-free candies with calcium, vitamin D and magnesium successfully transitions an indulgent confectionery format into a bone-health supplement for the whole family.



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.



GIRAF Macadamia Milk	Avoiding added seed oils positions this South African-grown dairy alternative at the premium, ultra-clean end of the plant-based milk market.
HUNGRY MONKEY Freeze Dried Raspberries In Matcha Yoghurt	Coating freeze-dried raspberries in a matcha yogurt fortified with precision prebiotic fibre expertly layers multiple high-growth trends into a single confectionery snack.
JUNDAY Sparkling Bamboo Water	Commercializing sparkling botanical water with bamboo extract brings a highly novel, sustainable ingredient into the functional beverage space.
KELLOGG'S CRUNCHY NUT Hot Honey Flavour Crunchies	Using hot honey as a cereal flavor allows a legacy brand to instantly modernise its portfolio and capture current sweet-and-spicy culinary trends.
KLOUDY Ceremonial Matcha	This everyday functional drink cleverly bundles ceremonial matcha, adaptogens and gut-loving fibre to act as a 'shortcut' to holistic, jitter-free energy.
LESS IS MORE CANDY Watermelon & Basil Bites	Pairing watermelon with basil offers a sophisticated, culinary-led flavor profile that disrupts the typically sweet, artificial confectionery category.
NURO Pink Citrush Functional Drink	Combining Lion's Mane nootropics, Rhodiola adaptogens, and slow-release caffeine creates a highly optimized formula designed to prevent the typical energy drink crash.
PRKL Sparkling Prickly Pear Cactus Water	Promoting a "cactus revolution" leverages the science-backed advantages of prickly pear to establish cactus water as a premium, low-calorie soft drink rival.
DATE WATER Hydration Drink	This "date water" launch signals that the plant water category is evolving past simple hydration and moving toward functional, whole-food fibre nutrition.
WHITEBOX Raspberry Clover Club Cocktail	Canning a historically difficult-to-replicate Clover Club cocktail relies on consumer interaction – a 15-second vigorous shake – to activate its signature frothy foam head.

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

BEST OF MIDDLE EAST Finalists

ADY ELIXIR Lemonade With Active Botanicals	Reframing healthy aging as a manageable 'mindset', this botanically infused lemonade targets the emerging adult premium market focused on extending 'healthspan'.
AYA Butterfly Pea Tea	This single-origin butterfly pea powder uses colour-changing properties combined with hand-picked craftsmanship to establish a quality benchmark for premium botanical ingredients.
BARAKAT Date Hummus	Infusing traditional hummus with date flavour represents a highly novel, sweet-and-savoury regional twist on a foundational Middle Eastern staple.
EUROCAKE SMASH Banoffee Croissant	This shelf-stable sourdough banoffee croissant cleverly bridges the gap between artisanal baking techniques and mainstream, indulgent dessert flavour trends.
FEROSTI MOCHI POPS Bubblegum Mochi	This bright pink and blue bubblegum mochi leans heavily into hyper-vibrant colourways and a fun triangular pack design to capture youth-oriented novelty.
NATURE'S OWN FACTORY Chocolate Bar With Cotton Candy & Crunchy Crispies	Anchoring a complex taste profile with childhood cotton candy and crunchy crispies speaks to a booming consumer appetite for nostalgic, multi-sensory textures.
NOON MINUTES Super 98 Petrol Ice Cream	Launching a provocative 'petrol' flavour ice cream acts as a daring, curiosity-driven marketing stunt engineered to generate instant viral talkability.
WILD BEE HONEY Morel Mushroom Preserved In Honey	Preserving prized, foraged Morel mushrooms in raw wild bee honey creates an ultra-premium, savoury-sweet alchemy that targets the gourmet luxury tier.
WOODEN BAKERY Crushed Kaak	Providing pre-crushed kaak biscuit crumbs offers an ingenious regional format adaptation, giving home bakers a convenient way to fuse heritage flavors into Western desserts.
YUMOCHI Pistachio Kunafa Chocolate Mochi	This pistachio kunafa chocolate mochi captures the ultimate in fusion foods by blending a viral regional dessert trend with a Japanese format.



HOSPITALITY Finalists

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



BARHI Date Based Mead	Integrating fresh Barhee date pulp into a dry, carbonated 6% ABV mead offers bars a highly unique, craft-focused alternative to mainstream ciders and beers.
FARM FRESH Matcha Chicken Nuggets	Featuring a vibrant green interior, these matcha-infused chicken nuggets are engineered to deliver a visually striking, social-media-ready novelty to casual dining menus.
GOLDEN BAR AQUA Spring Water	Infused with gold and silver content, this upper-premium mineral water is a natural fit for luxury hotels and high-end fine dining table service.
HIGH & DRY Functional Lager	This functional beer, fortified with Lion's Mane and Cordyceps, expands the back-bar selection into the growing wellness-led, sober-curious nightlife scene.
HOTTA Ginger Cider Vinegar Tonic	Utilizing 11-12-month-old mature Thai ginger gives this premium tonic shot a complex, ultra-potent flavour profile ideal for premium hotel minibars or morning wellness menus.
MALLOW'S Collagen Tonic	Infused with bovine collagen, this premium tonic water allows cocktail bars to elevate standard spirit pours with an attractive, wellness-led menu narrative.
ORTEGA CHEEZ-IT Flavoured Taco Shells	A Cheez-It flavoured taco shell brings an instantly recognizable, high-profile snack brand partnership straight into casual dining and fast-casual food service.
SALAHUDDIN PREMIUM DATES Camel Milk & Date Sugar Chocolate	Blending camel milk and date sugar offers a distinctively regional luxury profile well-suited for high-end hospitality turndown services and premium cafes.
WOOLWORTHS FOOD Beef Droewors Taco Shells	Crafting taco shells almost entirely from minced beef offers an ingenious, ultra-low-carb menu solution for keto-focused and fitness-centric foodservice outlets.
YUMBLE Matcha Shake & Squeeze Pancake Mix	Bringing a matcha pancake mix into a shake-and-squeeze format streamlines back-of-house prep for busy brunch kitchens looking to capitalize on trendy flavors.

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

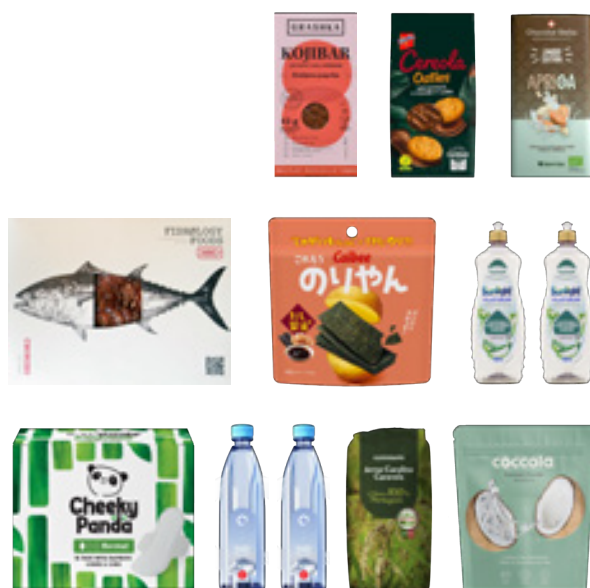
TRAVEL Finalists

AMBAR TRIPLE ZERO Probiotic Beer	An alcohol-free, sugar-free postbiotic beer offers wellness-minded travellers a refreshing, functional beverage that supports gut health without the dehydrating effects of alcohol during long journeys.
EATLEAN PROTEIN Truffle Cheese Bites	Combining a premium truffle flavour profile with athlete-tested, protein-dense tech delivers an upscale, high-performance savoury snack tailored for active tourists and health-conscious travellers on the go.
HAJ ARAFA Chickpea Soup Instant Powder	Translating traditional hummus al-sham soup into a shelf-stable, 'instantised' powder format offers tourism hubs and roadside stops a highly portable, comforting and culturally authentic meal option.
HEMISPHERE Day & Night Skincare Solution	This medicinal-style skincare blister pack provides hyper-hygienic, single-serve portions of eye cream and toner, making it a space-saving addition to any travel toiletry kit.
HOLY Syrup Pods	A compact syrup pod concentrate system minimizes fluid volume and weight in luggage. The 'custom flavour intensity dial' of the associated reusable flask is a distinctive feature.
LIPSTRIP Nicotine Strips	With a comfortable, proprietary woven fabric design, these nicotine strips are designed to offer both comfort and discretion.
MEIJI STEP Follow Up Formula	By incorporating gut-friendly bacteria to support the intestinal environment – in Meiji's famous portioned cube format – this advanced formulation represents a significant leap forward.
MYBEARS Energy Gummies	Offering a gelatin-free, pectin-based candy format that packs a functional blend of caffeine, ginseng, and ginkgo biloba, these energy gummies provide an ultra-convenient, luggage-friendly supplement.
PALSE Mushroom Snack	This premium radish, shiitake, and beetroot vegetable blend provides a light, clean, and nutritious snacking alternative.
YOGOODY SHAKE Instant Dairy Drink Powder	Dry yoghurt powder designed to be mixed with water offers an innovative, ultra-lightweight way for travellers to pack a high-dose probiotic immunity boost in their luggage without needing refrigeration.



Sustainability Finalists

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



CALBEE NORIYAN Seaweed Alternative Snack	Upcycling manufacturing by-products into a novel seaweed-alternative snack showcases how brands can capture value from waste streams while tapping into the booming market for sustainable, plant-based snacking.
COCCOLA Coconut Powder Sweetener	Pairing responsibly sourced coconut protein with eco-conscious packaging aligns this functional beverage directly with the values of environmentally proactive consumers.
CONTINENTE 100% Portuguese Rice	This 100% Portuguese rice ensures localized hyper-traceability from seed to shelf, drastically reducing food miles and supporting regional agricultural resilience.
DE BEUKELAER CEREOLA Oaties Biscuits	As climate change pressures global cocoa yields, utilizing sustainable analogues like Chovita on biscuits offers a crucial, climate-adapted solution for confectionery.
FISHOLOGY FOODS Chorizo Of The Sea	Applying traditional charcuterie techniques to marine proteins offers a lower-carbon 'chorizo of the sea' meat alternative that appeals strongly to eco-conscious pescatarians.
GRASHKA KOJIBAR Organic Patty With Koji Barley	Utilizing fermented koji barley as a primary base delivers a resource-efficient, high-protein meat substitute that bypasses resource-heavy soy or livestock farming.
ONE Spring Water	An interlocking mineral water bottle design optimizes transport space to slash shipping-related carbon emissions by up to 35% while minimizing secondary packaging waste.
CHOCOLAT STELLA APRICOA Chocolate With M*lk From Apricot Kernels	Upcycling apricot kernels and seeds into a chocolate block represents an ingenious circular-economy triumph that directly reduces agricultural food waste.
SUNLIGHT PLATINUM Dishwashing Liquid	Replacing petrochemical elements with a fermented, sugar-based surfactant showcases how food-grade, biodegradable inputs can eliminate toxic chemicals from household cleaning.
THE CHEEKY PANDA Sanitary Pads	By engineering a 100% bamboo core, this innovation eliminates both plastic and wood-pulp reliance from sanitary pads, establishing a new zero-plastic standard for personal care.

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

COVAP BLP1 Milk With Postbiotics	Integrating stable, heat-resilient postbiotics (BPL1 strain) allows this milk drink to deliver a high-dose gut health functional benefit without the survival and viability constraints of live probiotics.
DAESANG CHEONGJEONGWON Boneless Crispy Chicken	Deploying "Air Cell" microstructure engineering solves a major moisture-retention hurdle, allowing frozen poultry to retain an authentic, restaurant-quality crispiness when reheated in home air-fryers.
FROOBIES Fruit Snack	Utilizing centrifugal force via SpinTech to physically weave protein and fibre at a structural level elegantly eliminates the need for chemical binders or artificial texturizers in fruit snacks.
GLO HILO Heated Tobacco Device	Combining a five-second TurboStart ignition with dual infrared heating marks a major leap in Heat-not-Burn engineering, effectively eliminating heat-up lag to mimic the instant gratification of smoking.
IGLOO DOUBLE UP Vanilla Ice Cream Sandwich	Re-engineering the standard automated extrusion line to achieve a novel, multi-layer double-stacked layout marks a distinct mechanical breakthrough in the novelty ice cream format category.
KOFFELO Nitro Cold Brew Coffee Shot	This pressurized nitro cartridge format scales micro-dosing gas technology down to a 20ml capsule, delivering a velvety, cafe-quality cold brew texture instantly without heavy countertop equipment.
NOEL DELIZIAS ASADOS Roast Ham	Scaling an artisanal slow-roasting thermal process for high-volume industrial slicing allows this clean-label meat to maintain home-cooked moisture and fibre integrity without chemical binding agents.
PICKLE PROJECT Sweet Dill Pickle Chips	Leveraging acoustic energy through ultrasonic cavitation to temporarily rupture vegetable cell walls represents an advanced processing technique that drastically accelerates brine flavour absorption.
SUVY Sweetener	This fruit-fermented formulation achieves a highly sought-after 1:1 functional sugar replacement matrix through biological synthesis, matching traditional sucrose baking kinetics.
THE TURMERIC CO. Raw Turmeric & Pro Collagen Shots	Incorporating biomimetic technology introduces a highly advanced, scientifically engineered plant-derived amino acid sequence that accurately replicates the structure of Type I human collagen.



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.

www.gamaconsumer.com



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,
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**
CONFERENCE & AWARDS

SAVE THE DATE

GICA 2027
20th October
Manchester



www.gamainnovation.com