

Sous le haut patronage de
Monsieur Emmanuel MACRON
Président de la République

SIAL
INSPIRE FOOD BUSINESS

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SIAL INNOVATION 2026: A SNEAK PEEK AT THE NEW DISHES COMING TO OUR PLATES

Spectacular colors, new textures, functional foods, ever more convenient formats... With one month to go before SIAL Paris, the international food exhibition, which will take place from October 17 to 21, 2026, at Paris Nord Villepinte, the SIAL Innovation contest is unveiling its winners and gaining insights into the trends that are transforming the way we eat.

SIAL INNOVATION CELEBRATES ITS 30TH ANNIVERSARY WITH A RECORD-BREAKING EVENT

For 30 years, **SIAL Innovation** has served as a **showcase for global food innovation**, highlighting the products and solutions that are shaping new consumer trends. Organized **in partnership with ProtéinesXTC**, the competition has become a benchmark for the food industry.

For this anniversary edition, **more than 2,750 products were submitted and 775 were selected**—a record number that shows innovation is back after several years of slowdown and demonstrates a genuine catch-up effect. This 30th anniversary edition also features an enhanced experience at the show: **SIAL Taste will offer visitors the chance to sample more than 100 products from the SIAL Innovation selection** during sessions led by a culinary expert, while **SIAL Live will offer a new space for presentations and discussions on food innovation**.

Food innovation is gaining momentum and exploring new frontiers. Companies are innovating not only in their recipes, but also in their product formats, uses, and the benefits they offer consumers. SIAL Paris provides a tremendous platform for these new products: for the companies behind them, it's a unique opportunity to test them in the marketplace, meet industry professionals, and accelerate their growth both in France and internationally.



Jean-Gabriel Mollard,
Director, SIAL Paris

**SIAL
INNO-
-VATION**



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WHAT THE 2026 SELECTION SAYS ABOUT OUR DIET

Already available—or expected to hit the shelves soon—the hundreds of new products selected this year offer a very concrete glimpse into the trends shaping the food industry.

The pleasure of eating takes center stage. Less focused on traditional notions of gourmet or premium products, it is more about **the intensity of flavor, color, textures, originality, and the presentation of the product.** Food should surprise and create an experience—sometimes even to the point of being spectacular and particularly photogenic. It's a quest for sensations that aligns with the rise of **the sensory experience** seen in SIAL Insights 2026. When it comes to global flavors, **Korea continues to make inroads, while India is beginning to emerge more clearly** through new recipes and offerings inspired by its culinary repertoire.

Health takes two complementary paths. The first is driven by a desire for reassurance, with foods perceived as simpler and less processed. The second trend goes much further in the **functionalization of food**, with products that make a specific claim linked to a profile, life stage, or clearly identified benefit. This trend sometimes blurs the lines between food and the nutraceutical industry, **without sacrificing enjoyment.** This year, the phenomenon has reached new heights: while a typical year in the past would see around ten products related to the dietary supplement industry showcased, **there are nearly a hundred of them in 2026.** Functional products that were once offered in the form of capsules or supplements are now available as actual food that is more enjoyable and familiar.

Practicality alone is no longer enough. It must now be combined with another benefit, such as a functional, environmental, or plant-related benefit. Another key trend **is the rise of bite-sized portions**, taking snacking one step further to encompass new occasions for consumption.

Environmental concerns remain, but **they are increasingly reflected in products in tangible ways:** lighter packaging, shorter shipping distances thanks to more local sourcing, consideration of the carbon footprint, and new manufacturing processes. The challenge is to turn environmental commitment into a tangible and easily understandable benefit.

Finally, three star ingredients stand out in particular in this edition: collagen, riding the wave of functional foods; **ube,** a purple tuber whose spectacular color aligns with the trend toward visually striking and vibrant products; and **adaptogenic plants,** which illustrate the growing connection between food, functionality, and well-being.

The main drivers of food innovation do not fundamentally change: enjoyment, health, and convenience remain essential. What is changing significantly are the solutions being offered. Pleasure is becoming more sensory and health more functional, while practicality now needs to offer more than simple time savings. Above all, this edition showcases a more hybrid form of innovation, where benefits are combined and the boundaries between categories are becoming increasingly blurred.



Xavier Terlet,
ProtéinesXTC Trends &
Innovation Expert

A more rigorous selection process and the announcement of the top winners at the trade show

For the 2026 edition, **the process for evaluating and selecting innovations has been strengthened.** New products in each category were first reviewed by a jury of experts from the relevant market for a more detailed and specialized analysis. The winners in each category were then presented to a Grand Jury tasked with selecting the most outstanding innovations of this year's competition.

While the winners in each category are being announced today, the suspense remains for the top awards as well as the selections made by the press, influencers and the jury. The Public Choice and Top 3 Countries will be announced on October 20, the fourth day of the show.



SIAL INNOVATION PRIZEWINNERS 2026



AWARDS BY CATEGORY

PULSES, GRAINS, FRUITS, AND VEGETABLES CATEGORY

Wheat, spinach, and spirulina finger

COCORITON (France)

Launch: June 2026 in France

With its finger-food format, this plant-based product caters to the growing snacking trend and the demand for practical, delicious, and easy-to-eat options. Its recipe combines wheat, spinach, and 7.4% Edo, a processed form of spirulina, while its legume-based breadcrumbs boost its protein and fiber content. Pre-fried and frozen, these fingers feature a crispy exterior and a melt-in-the-mouth center, with a short list of ingredients and no flavorings or additives. It perfectly illustrates the diversification of the plant-based world, which is now associated with great taste rather than dietary restrictions.



BEVERAGES CATEGORY

AMZ Amazonic Negroni

AMZ Tropical (Brazil)

Launch: August 2026 in Brazil

With its ready-to-drink Amazonic Negroni, AMZ Tropical puts a new spin on a classic cocktail, infusing it with the flavors of the Amazon. This cocktail is made with artisanal gin, red vermouth, amaro, and orange essential oil, and is infused with jambu, an iconic plant of the region that creates a unique sensation of tingling and slight numbness on the palate. It's an innovation that combines convenience with the chance to explore Amazonian biodiversity and a new sensory experience. This is the first time in 30 years that an alcoholic beverage has won the SIAL Innovation award.



MEAT CATEGORY

Charcuterie chips

BEJERKY SNACKS (Italy)

Launch: September 2026 in Italy

Salami, spicy salami, speck, and bacon take on a new form—extra-crispy Italian charcuterie chips. Baked rather than fried, they bring traditional salumeria expertise into the contemporary world of snacking: a convenient, on-the-go format that's ready to eat. The innovation lies in this new way of enjoying charcuterie. Instead of being served on a platter, it's eaten directly like a chip, opening up new opportunities for consumption.



HOT BEVERAGES CATEGORY

Vegan matcha latte capsules—compatible with Nespresso®

GREEN MATCHA (France)

Launch: January 2026 in France

GREEN simplifies the matcha latte ritual by offering it in a Nespresso®-compatible capsule that combines matcha and coconut milk powder. No more measuring out the powder, whisking it, or preparing the milk separately: the drink is ready in just



a few seconds using equipment already found in many homes. This innovative format makes a trendy beverage more accessible, while combining convenience with plant-based options.

SAVORY GROCERY CATEGORY

Aged soy flakes

CHEF SEASONS (Turkey)

Launch: November 2026 in Germany, South Korea, France, Japan, Turkey, and North America

Chef Seasons is reinventing the use of aged soy sauce by transforming it into crystallized flakes using sea salt. Whether used as a seasoning or a topping, this solid soy sauce adds crunch and a new visual dimension to dishes, while allowing for a simple, creative touch. It's an innovation in form and function that transforms a traditional condiment into a new sensory experience.



OUT-OF-HOME DINING CATEGORY

Pom'Aligot de l'Aubrac

JEUNE MONTAGNE (France)

Launch: February 2025 in France

Pom'Aligot puts a new spin on an iconic Aubrac specialty by transforming it into a crispy, savory bite made with aligot and fresh Tome de l'Aubrac IGP cheese. Frozen and ready in just 2 minutes in the deep fryer, this convenient format opens up new opportunities for serving aligot in restaurants—whether as a main course, a snack, an appetizer, or a dish to share. It's a user-friendly innovation that combines regional expertise, practicality, and new consumption patterns.



SNACKING AND CATERING CATEGORY

Water-fried potato chips

NÜKT (Switzerland)

Launch: October 2026 in Switzerland

Nükt is reinventing potato chips using a water-based cooking process—without oil or air—that produces a crispy texture without resorting to traditional frying. The product line applies this process to potatoes, as well as apples, beets, and sweet potatoes, offering a variety of recipes and flavors. It's an innovation that rethinks how potato chips are made while preserving what makes them so enjoyable: their crunch.



ORGANIC & WELLNESS CATEGORY

Fermentik, a fermented plant-based snack

SEMIX (Czech Republic)

Launch: April 2026 in the Czech Republic

Fermentik offers a new way to enjoy fermented foods, in a fresh, ready-to-eat format. Made with 60% vegetables, fruits, and gluten-free sprouted oats, and containing live cultures, it comes in three flavors: pumpkin and mango, beet and blackcurrant, and carrot and apple. It's an innovation that combines the nutritional benefits of plants, fermentation, and convenience, in line with growing interest in the gut microbiome and its role in digestion and overall well-being.



DAIRY PRODUCTS CATEGORY

Ube goat cheese bites
with coconut

DIE KÄSEMACHER (Austria)

Launch: August 2026 in Austria

These bites combine fresh goat cheese, white chocolate, and shredded coconut in a treat that's both indulgent and full of surprises. Their intense purple color, derived from the ube—a tuber known for its naturally vibrant hue—creates an unexpected contrast with the traditional characteristics of cheese. It's an innovation chosen for its strong visual impact, which transforms cheese into an experience that is colorful, playful, and sensory.



FUNCTIONAL FOOD & NUTRACEUTICAL CATEGORY

Yogurt-coated fruit bites

PATISLOVE (Turkey)

Launch: October 2026 in France

Strawberries, berries, peaches, and mangoes are transformed into yogurt-coated bites—a delicious and convenient treat. The innovation lies in a “three-biotic” concept that combines prebiotics, probiotics, and postbiotics in a single snack, developed to support gut health. The product illustrates the growing convergence between food and nutraceuticals, with targeted functional benefits incorporated into a delicious, fruity product tailored to new snacking trends.



FROZEN PRODUCTS CATEGORY

Magic Soba

OURHOME (South Korea)

Launch: June 2027 in South Korea

Magic Soba is reinventing the way cold soba noodles are prepared, using technology that allows them to be enjoyed ice-cold—even after being microwaved. The frozen tray contains a slow-melting ice pack that remains intact while the noodles cook, then cools them and keeps them at a low temperature when it's time to eat. It's a technological innovation that makes it convenient to prepare a dish that is traditionally eaten very cold—in the microwave.



SEAFOOD PRODUCTS CATEGORY

Protein-rich surimi noodles

VIČI (France)

Launch: December 2026 in Europe

VIČI is reinventing surimi with an unexpected noodle shape, available in plain or shrimp-flavored varieties. Beyond its format, the product boasts multiple functional benefits: it's high in protein and enriched with omega 3 and also includes marine collagen. A dual innovation—in both its form and its composition—that positions surimi as part of the protein trend and the rise of functional foods, while expanding its range of uses.



SWEET GROCERY CATEGORY

Sweet crêpe chips

ALTHO BRETS (France)

Launch: April 2026 in France

With its crêpe chips, Bret's made its debut last spring in the sweet grocery world by transposing the principles behind potato chips onto an iconic Breton specialty. Made locally from fresh Breton crepes, these thick, crispy treats come in several flavors: plain, salted butter caramel, red berries, and lemon butter. Somewhere between a crêpe, a cookie, and a chip, this hybrid innovation challenges traditional categories and opens up new possibilities for the Breton crêpe in the world of sweet snacks.



ALTERNATIVE PRODUCTS CATEGORY

Plant-based steak

RIVAL FOOD (Netherlands)

Launch: April 2026 in the Netherlands

Rival Food offers a plant-based alternative to beef steak that relies on a fibrous texture to replicate the experience of eating meat. High in protein and made with a short list of ingredients, this frozen plant-based steak combines a simple recipe with careful focus on texture. It's an innovation that aims to remove barriers to adopting plant-based alternatives, offering a product that is familiar in its format, high in protein, and less complex in terms of its ingredients.



START-UP CATEGORY

Tepache, a fermented fruit drink

LABO DUMOULIN (France)

Launch: June 2026 in France

After kombucha and kefir, will tepache be the next fermented beverage to make its mark in the refrigerated section? Labo Dumoulin puts a new spin on this Mexican pineapple-based drink with a vibrant, unpasteurized, slightly sparkling version that contains no added sugar and retains live cultures. It's an innovation that combines fruity flavor, fermentation, and functional benefits, while introducing consumers to a new option in the rapidly growing world of fermented beverages.



PACKAGING CATEGORY

Sei di Coccio—cheese aged in a clay shell

L'ANTICA CASCINA (Italy)

Launch: November 2024 in Italy

Sei di Coccio is reinventing cheese packaging with a shell made of raw clay that serves as both a natural aging chamber and final packaging. Clay is breathable; it regulates humidity and micro-oxygenation, allowing the cheese to mature slowly at room temperature and thereby reducing the need for refrigeration. But the innovation also lies in the experience: consumers must break the shell themselves to discover the cheese, turning the act of opening the product into a true tasting ritual. It's a solution in which packaging is functional, more energy-efficient, and an integral part of the product experience.



INTERMEDIATE FOOD PRODUCT CATEGORY

Raspberry seed flour

OLEJE MILO (Poland)

Launch: December 2024 in Poland

Produced by repurposing byproducts from fruit processing, this flour gives new life to raspberry seeds, which are recovered after juice production. Gluten-free and naturally rich in nutrients, fiber, and unsaturated fatty acids, it can be used in baking or added to smoothies and yogurt. It's an innovation that exemplifies a circular approach to raw materials by transforming waste from the fruit industry into high-value-added ingredients.



EQUIPMENT AND TECHNOLOGY CATEGORY

Water-cooking technology

ZEEN TECH (Switzerland)

Launch: October 2026

ZEEN Tech has developed a patented technology that uses water instead of oil to perform processes such as frying, drying, roasting, and sterilization. It can be used to make chips, popcorn, and dried fruits, vegetables, and herbs without adding fat, while preserving their crispness, natural properties, and flavor. Developed and manufactured in Switzerland, the technology opens up new possibilities for the food industry and the restaurant sector with a new way of creating crispy products, without using oil in the manufacturing process.



SPECIAL AWARDS

FRANCE AWARD

MOUSLINE (France)

Room-temperature pan-fryable gnocchi

Launch: September 2026 in France

Known for over 60 years for its mashed potato flakes, Mousline® is taking a new step forward by entering the pan-fried gnocchi market, while remaining true to its expertise by continuing to use 100% French potatoes. The innovation lies mainly in the fact that they can be stored at room temperature for up to 12 months—no need for a refrigerator. Instead, the gnocchi go straight from the cupboard to the pan and are ready in just a few minutes. It's an innovation that brings convenience and easy storage to a product that has become a staple in French households, while opening up new horizons for an iconic potato brand.



SIAL PARIS 30TH ANNIVERSARY AWARD

SOJASUN (France)

Soy steak

Launch: January 1998 in France

Launched in 1998, the Sojasun soy steak is considered a **pioneer of plant-based alternatives in France**, well before the category's boom in the 2010s. 100% plant-based, high in protein, and ready to cook in a pan in 5 minutes, it was available in several varieties. **Sojasun, a company with a long history of commitment to innovation, has regularly chosen SIAL Paris to showcase its new products.** This pioneering product demonstrates how innovation can pave the way for new food categories.





ABOUT SIAL PARIS

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Organised by Comexposium, SIAL Paris is the world's largest professional food trade fair, with 8,000 exhibitors expected and 400,000 products on display. As a key business generator, it offers a unique insight into the sector's trends and opportunities every two years. The event forms part of the SIAL Network, the world's largest network of trade fairs dedicated to food and drink, which brings together, through twelve regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China in Shanghai and Guangzhou, SIAL Interfood in Jakarta, SIAL India in Mumbai, SIAL Vietnam, Food & Drinks Malaysia by SIAL in Kuala Lumpur, Gourmet Selection by SIAL, the Cheese and Dairy Products Fair and Djazagro in Algiers), 7,000 exhibitors and 700,000 professionals from 205 countries. The next edition of SIAL Paris will take place from 17 to 21 October 2026 at Paris Nord Villepinte.

www.sialparis.fr



ABOUT COMEXPOSIUM

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Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, one-to-one events, in 80 major cities in 24 countries around the world. Through its Food & Beverage Division, Comexposium operates strong brands such as SIAL, the world's leading network of professional food industry events (including SIAL Paris, SIAL China, and Food & Drinks Malaysia by SIAL), Vinexposium (events dedicated to wines and spirits, such as Wine Paris, Vinexpo Asia, and Vinexpo Americas), the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Salon du Fromage et des Produits Laitiers, and Djazagro. Comexposium's Food & Beverage Division attracts a total of 1.5 million attendees and 26,000 exhibitors across 35 events in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul, and Lima. Comexposium also organizes leading trade shows in other dynamic sectors, such as Milipol (security), NRF Retail's Big Show Europe and One to One Retail E-commerce (retail), IMCAS (healthcare), Les Assises de la Cybersécurité (digital), Foire de Paris (leisure), Rétromobile, GIIAS, and Top Transport (transportation & mobility). With an engagement strategy awarded the Positive Company® CSR certification in 2025, the Group—headquartered in Greater Paris—employs 1,200 talented people across all Group entities.

www.comexposium.com



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