

No. 3 / March 2021, Cologne
#ISM

ISM 2021 elects top innovations of the New Product Showcase

The winners are Confiserie Burg Lauenstein from Germany, Selectum from Austria and Francois Doucet from France

The New Product Showcase has been the central platform for the industry's new products since 2009 and has established itself as an appealing attraction for all decision-makers at ISM. Normally, the largest trade fair for sweets and snacks in the world presents the new products to the visitors in a high-calibre special exhibition during the trade fair. This year, ISM opted for a digital edition of the New Product Showcase due to the cancellation of the trade fair.

"For ISM, the New Product Showcase is an important medium for making the high number of innovations transparent to the trade audience. With no physical trade fair taking place, it was important to us to support the industry with the business platform ISM as a stage for presenting their new products. We are delighted that with 70 exhibitors from 20 nations and in total 110 products, the digital response was very high. This underlines the innovative power of the industry and how much it needs ISM as an industry platform for sweets and snacks," explained Oliver Frese, Chief Operating Officer of Koelnmesse.

As was the case in the past years, the top innovations were selected by an independent jury of experts from the industry, trade and field of science.

The top 3 innovations of ISM in 2021 are:

1. Confiserie Burg Lauenstein GmbH with the Lauensteiner® tea leaf tin from Germany
2. Selectum GmbH with the Paddies Cheesetastic from Austria
3. Francois Doucet with KARA Fruity from France

First place went to the "**Lauensteiner® Tea Leaf Tin**", which combines tea and chocolate with each other masterfully. According to the jury, true chocolate perfectionists were at work here. That alone would have been prize-worthy, but the packaging and overall contents also stand for high quality. Unanimously - something that doesn't happen all that often - the jury was convinced that the winner is not just a chocolatey highlight for tea lovers. The Lauenstein chocolate-makers have optimally selected nine well-known tea combinations to match the different types of chocolate. Confiserie Burg Lauenstein has succeeded in capturing and combining the finest tea aromas with the chocolate in a very well-balanced manner. An



ISM
30.01. - 02.02.2022
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exceptional idea in top chocolate quality, very well implemented in terms of taste, elaborately and elegantly packed. Courage that was rewarded with the first prize. For further details see: <https://bit.ly/2Nhl5c4>

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Second place this year went to the "**Paddies Cheestastic**", that impress as cream-filled, tender crunchy pastry puffs filled with a fine cheesy cream. The jury came to an agreement fast here, they really are cheesetastic. They don't shed crumbs, don't make a mess and are crispy light. The product is flaky and tender, can be easily crushed with the tongue only to be rewarded with the full-bodied, creamy Cheddar cheese filling. For the jury a cutting-edge, practical, to-go micro snack that is rich in protein as well as being gluten and palm oil-free. Furthermore, the Paddies are baked using the trend ingredient chickpea flour and the latest induction technology without being deep-fried and are 100 percent CO² emission-free. For further details see: <https://bit.ly/3rlkXky>

"**KARA Fruit Taste**", the tenderly coated crunchy cereals covered in the finest fruit chocolate convinced the jury with its top confectionery quality and fruity, crispy-light combination of different ingredients and ultimately claimed third place. A delicate shell made of the finest fruit chocolate conceals a core comprising of gluten-free, crunchy cereals. People, who are looking for a light summer snack, but who don't want to do without chocolate, can fall back on the KARA crispy chocolate balls during the hot months too. Passion fruit, lime, banana or raspberry enter a wonderful, fruity liaison with fine, tenderly melting white chocolate - typically French. In addition to this the product excels due to its high quality, distinct fruity taste without artificial flavours and is additionally gluten-free, fruity & crunchy, as well as perfectly crafted. Thanks to its small size it makes the ideal light, yet chocolatey in-between meal snack.

For further details see: <https://bit.ly/3csZLIS>

The winners of the New Product Showcase will additionally be presented in the scope of the New Product Showcase Film <https://bit.ly/3vWpB1d>. Beyond this, in addition to the top 3 innovations, all further new products from the New Product Showcase will be presented on the social media channels of ISM. For an overall overview of all ISM new products see: <https://bit.ly/3qB6tBH>

Download pictures of the winners: <https://bit.ly/3vKwGlc>

Captions

Lauenstein:

1st place ISM New Product 2021 Confiserie Burg Lauenstein GmbH with Lauensteiner® tea leaf tin, Copyrights Confiserie Burg Lauenstein GmbH.

Selectum:

2nd place ISM New Product 2021 Selectum GmbH with Paddies Cheesetastic, Copyrights Selectum GmbH.

Francois Doucet:

3rd place ISM New Product 2021 Francois Doucet with KARA fruity, Copyrights

Francois Doucet.

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Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 21.04. - 23.04.2021

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 21.04. - 23.04.2021

Alimentec - The International Food, Beverage and Hospitality Trade Fair, Bogotá 08.06. - 11.06.2021

Note for editorial offices:

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