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#ISM

## ISM New Product Showcase: The top innovations of 2023

**tri d´ Aix GmbH, CAL Marketing Pty. Ltd. and WORLD´S COCONUT TRADING SL are the most innovative products of this year's ISM.**

Tribute was now paid to these innovations at ISM Cologne, the leading global trade fair for the sweets and snacks industry. By experimenting creatively with new ingredients, textures and aromas the award-winning companies offer their customers new taste experiences. At the same time, thanks to innovative production processes and environmentally-friendly packaging their products not only look attractive, they are also healthier and more sustainable. ?

As was the case last year, the top innovations were selected by an independent jury of experts from the industry, trade and field of science. The award ceremony and the announcement of the winners took place during the exclusive ISM Dinner in Cologne on Sunday, 23 April 2023.

### The top 3 innovations of ISM 2023:

1st place: tri d´ Aix GmbH with their Sweet Stories candy floss from Germany  
2nd place: CAL Marketing Pty. Ltd. with "Brown Sugar Boba Milk Tea Mochi" from Australia  
3rd place: WORLD´S COCONUT TRADING SL with "Purple Sweet Potato Chips BBQ" from Spain

First place went to the company tri d´ Aix GmbH with its candy floss Sweet Stories with no added sugar. Can candy floss without sugar and flavour enhancers taste good? Not until now was the unanimous decision of the jury. However, the innovative product that is made near Aachen was able to convince the experts of the contrary. "Just like at the fair," concluded the jury. The taste convinces - without additional colourings or gluten and above all with around 90 percent less sugar. The candy floss was voted the most innovative, new product at ISM 2023.

Claiming second place, Brown Sugar Boba Milk Tea Mochi primarily stood out because of its combination of being "soft" and "chewy". The product by CAL Marketing Pty. Ltd. from Australia is a chilled taste experience of the special kind, the jury praised. Japanese mochi is gradually developing into a global trend product. It is a speciality made from rice that is sweet or savoury and which excels with its imaginative combination of ingredients.

Third in the ranking this year, Purple Sweet Potato Chips BBQ from Spain, is a vegan product that stands out because of its smokey taste. For the jury the colourful crisps of WORLD´S COCONUT TRADING SL are an exotic head-turner that catch the eye



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among the usual conventional potato crisps and snack items.

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### **About the New Product Showcase**

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. A high-quality special exhibition on the Central Boulevard gives the visitors the targeted opportunity to inform themselves about the innovations of the sweets and snacks industry. Comprising of 65 display windows and over 97 products of more than 56 exhibitors from 17 nations, the New Product Showcase once again offers an overview of products that have been developed since February 2022.

**Koelnmesse - industry trade fairs for the food and beverage sector:** Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.ism-cologne.com/fair/industry-trade-fairs/>

### **The next events:**

Sigep China - Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee, Shenzhen 10.05. - 12.05.2023

ANUFOOD China - The leading food & beverage exhibition for Southern China, Shenzhen 10.05. - 12.05.2023

THAIFEX - Anuga Asia - Re-imagine the future of the F&B industry, Bangkok 23.05. - 27.05.2023

### **Note for editorial offices:**

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