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#ISM #ISMFamilY #sweetweekcologne

ISM New Product Showcase: The top innovations of ISM 2024

ChoViva, Cacaofruit Bites and PEZ MyHead convince the jury

In the sweets and snacks industry innovations have always played a decisive role in the development of unique products. At ISM, the leading global trade fair for the sweets and snacks industry, tribute was now paid to new, pioneering industry products. The prize-winning companies rely on creative experimenting with new ingredients, textures and flavours to offer their customers exciting taste experiences. At the same time, they assert themselves for innovative manufacturing methods, environmentally-friendly and extraordinary packaging. This approach means they not only contribute towards ensuring that their products are attractive, but 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 top innovations took place during the exclusive ISM Dinner in Cologne on Sunday, 28 January 2024.

The top 3 innovations of ISM 2024:

- 1. Planet A Foods GmbH with its more sustainable cocoa alternative 'ChoViva' from Germany**
- 2. Gudrun Commercial NV with 'UPPA Cacaofruit Bites' from Belgium**
- 3. PEZ International GmbH with 'PEZ MyHead' from Austria**

The company from Germany, Planet A Foods GmbH, came first with a novel chocolate experience that completely does without cocoa and which relies on a climate-friendly concept. Although ChoViva was originally offered as an independent chocolate bar brand, the company's current and future focus lies on placing ChoViva in different products on the market as a so-called ingredient brand. The taste is comparable with conventional chocolate, but it has a much better CO2 footprint. ChoViva was voted the most innovative, new product at ISM 2024.

Second place went to UPPA Cacaofruit Bites by Gudrun Commercial NV from Belgium, which stood out above all because of their excellent quality and the fruit pulp used. 'Upcycled' Cacaofruit Bites, where the fruit pulp is recycled, ensure around a 30% saving in the material used compared to previously. This sustainable approach is part of an industry trend that involves companies developing environmentally-friendly products to offer farmers additional sources of income.



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PEZ myHead from Austria claimed third place this year and the product particularly asserted itself from a marketing point of view because of its unique design. PEZ International GmbH is relying on the power of children's memories - with the dispensers for small, sour sherbet sweets well-known from the 1950s. Additional buying incentive is stimulated by creating Pez dispensers with 3D printed heads that resemble real people. These personalised heads lend the dispensers an individual character and create a strong emotional connection to the purchaser.

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 100 display windows and over 122 products of more than 83 exhibitors from 21 nations, the New Product Showcase once again offers an overview of products that will shape the future of the industry.

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:

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok
06.03. - 08.03.2024

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 09.04. - 11.04.2024

ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokyo 10.04. - 12.04.2024

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