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#ISM #ISMFamilY #sweetweekcologne

ISM New Product Showcase Award 2025 selects the best innovations from the world of sweets and snacks

Primus Wafer Paper BV, Confiserie Vandenbulcke and Barth Ltd. convince the expert jury +++ Award-winning products stand for creative snacking ideas with a focus on sustainability +++ ISM New Product Showcase Award as a stepping stone

Innovations have always driven the sweets and snacks industry, for instance by combining new flavours, creative ingredients and sustainable approaches. The most creative new products were distinguished at ISM 2025, the leading global trade fair for sweets and snacks. The award-winning creations not only impress with their extraordinary taste experiences, but also convince in terms of their sustainability and innovation.

An independent jury comprising of renowned experts from the industry, trade and world of science evaluated 110 products submitted by 65 companies. The awards were presented to the best three innovations during a festive dinner on Sunday, 2 February 2025. As of 3 February, the visitors can admire the winners of the New Product Showcase area in Lab5 by ISM (Hall 10.1).

The winners of the New Product Showcase Award are:

Primus Wafer Paper with Yummy Super Sour Candy Paper, Confiserie Vandenbulcke with Pulp 'n Choc Fruity Mix, Barth Ltd. with wO's

The top 3 of ISM 2025

1st place: Primus Wafer Paper BV (the Netherlands) - Yummy Super Sour Candy Paper

With its Yummy Super Sour Candy Paper, Primus Wafer Paper BV met the taste buds of the jury. The ultra-thin, potato starch wafers melt tenderly in the mouth whilst an intensive, surprisingly sour taste unfolds. The aromas of apple and lemon form a unique taste combination. The well-thought out product development, which in addition to its exceptional taste experience also fulfils the demand in quality and sustainability - it is produced in a BRC-A+ certified production site in the Netherlands - particularly convinced the jury.

2nd place: Confiserie Vandenbulcke (Belgium) - Pulp 'n Choc Fruity Mix

Sustainability meets enjoyment: The Pulp 'n Choc Fruity Mix by Confiserie Vandenbulcke unites the finest Belgian chocolate with cocoa fruit pulp, which normally goes to waste. The filled chocolates, refined with fruity aromas like lemon, orange and strawberry offer a unique taste experience that accentuates the fresh,



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fruity nuances of cocoa fruit. The product not only impresses with its intensive taste, but also through its environmentally-friendly, plastic-free packaging. An example of sustainable innovation and high-quality craftsmanship, which impresses conscious sweet lovers.

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3rd place: Barth Ltd. (Israel) - wO's

With wO's, Barth Ltd. is picking up perfectly on the current "healthy snacking" trend: The high-fibre, crunchy snacks made from pulses that are rich in nutrients impress with their intensive taste, low calories and a high share of plant-based proteins. wO's unite enjoyment with nutritional value and an environmental and user-friendly presentation.

About the New Product Showcase

Since 2009 the New Product Showcase has been the central meeting point for the most diversified range of innovations in the sweets and snacks industry. The special exhibition in the Lab5 by ISM in Hall 10.1 attracts trade visitors and decision-makers from all over the globe. This year 65 companies from 21 nations presented 110 products in high-quality glass cases - a display window of the future of and for the industry.

The award-winning products demonstrate impressively how creativity, quality and sustainability can be united to form incomparable enjoyment. With their innovative power they set new impulses and underscore the significance of ISM as a global pacesetter for the sweets and snacks industry.

The company Planet A Foods GmbH won the New Product Showcase Award 2024 with its sustainable cocoa alternative 'ChoViva'. The young company's participation at ISM and in the New Product Showcase proved to be a valuable platform for presenting its innovation to a broad audience and establishing important national and international contacts.

Koelnmesse - worldwide trade fairs for the food industry and food production:

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM, and ProSweets Cologne, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production. 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
05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 08.04. - 10.04.2025
Anuga Select Japan - Where Trade and Trends arise, Tokyo 15.04. - 17.04.2025

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