

No. 7 / February 2026, Cologne  
#ISM #ISMFamilY #sweetweekcologne

## New Product Showcase Award 2026 honours creative new products in the sweets and snacks industry

**CandyGlam wins ahead of Chocolaterie Carré and Gottfried Wicklein +++ Expert panel distinguishes new products with a focus on innovation, indulgence and sustainability +++ More than 150 submissions from 23 countries**

Innovations have always been the driving force behind the sweets and snacks industry. New ingredients, surprising textures, creative flavour profiles and sustainable manufacturing and packaging concepts shape the development of unique products. At ISM, the leading global trade fair for sweets and snacks, the industry's most pioneering new products were once again recognised.

In the scope of the New Product Showcase Award, an independent panel of experts honoured outstanding innovations that convince both in terms of taste and concept. The award-winning products stand for courageous experimenting, high quality and a clear market orientation - and impressively demonstrate how enjoyment, functionality and sustainability can be combined.

156 submitted products from 90 companies in 23 countries were evaluated by the jury and presented in 102 high-quality display cases in the New Product Showcase. The jury comprises renowned experts from the industry, trade and world of science.

The three most outstanding innovations were awarded prizes in a ceremony on the Talks & Tasting Stage in Hall 10.1 at 5:00 p.m. on Sunday, 1 February 2026. Visitors can view the award-winning products on the New Product Showcase area in Lab5 by ISM in Hall 10.1 throughout the duration of the trade fair.

### The top 3 winners of the New Product Showcase Awards 2026

**1st place: CandyGlam (Spain) - CREATINE Gummy Bar with chocolate (70%)**  
CandyGlam impressed the jury with an innovative product idea that specifically picks up on the trend towards functional sweets. The energy bar integrates CREAMITALIS® creatine monohydrate, an ingredient that is primarily familiar from the supplement section to-date, into a sweet format suitable for daily use. The bar surprises in terms of flavour with its harmonious combination between natural banana and 70 percent plain chocolate. The jury particularly praised the strong market orientation, the high product quality and the successful balancing act between function and enjoyment.

**2nd place: Chocolaterie Carré (Belgium) - Chocolate Espresso Martini Pearls**



ISM  
01.02. - 04.02.2026  
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Chocolaterie Carré perfectly captured one of the major taste trends of 2026 with its Chocolate Espresso Martini Pearls. The jury was particularly impressed by the excellent taste and high-quality execution. A refined, dark chocolate pearl with a wafer-thin coat of sugar filled with a liquid espresso martini cocktail. The recipe has a precise balance between espresso, vodka and coffee liqueur - a trendy cocktail interpretation of first-class artisan quality.

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### **3rd place: Gottfried Wicklein GmbH & Co. KG (Germany) - "Cinnamon Roll" Biscuit Bar**

Gottfried Wicklein convinced the jury with a particularly original innovation: the first ever Christmas biscuit bar. A traditional product segment that is considered difficult to innovate, was transformed into a totally new form and modern format. In terms of taste, the biscuit creation delighted with its intense cinnamon aroma and harmonious sweetness. The jury particularly recognised the successful combination between tradition and trend as well as the high-quality design.

### **About the New Product Showcase by ISM**

The New Product Showcase has been the central platform for the most innovative new products of the international sweets and snacks industry since 2009. The special exhibition in Lab5 by ISM (Hall 10.1) offers trade visitors and decision-makers from all over the globe a compact overview of current trends, pioneering concepts and creative indulgence ideas. In the scope of the New Product Showcase Award, ISM is underlining once again its role as a global trendsetter and innovation platform for the industry.

### **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:**

ISM and ISM Ingredients - The world's largest trade fair for confectionery, snacks, and their ingredients., Cologne 01.02. - 04.02.2026

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 01.02. - 04.02.2026

THAIFEX - HOREC Asia - Southeast Asia's leading Hospitality & Food Service Trade Show, Bangkok 11.03. - 13.03.2026

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

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