

A LOOK BACK TO THE 2022 EDITION OF THE START-UP PITCH COMPETITION

SIAL START-UP

CONGRATULATIONS TO THE 2022 WINNERS!

Discover the first and second place winners in the Food or Beverage category, as well as the first place winner in the Technology or Service category!

First place in the Food or Beverage category will receive \$10,000 CAD in Nielsen products or services, 1 annual CTAQ membership and \$1,000 in event credit as well as 100 sq. ft. of free booth space at SIAL Toronto 2023 (May 9-11, 2023). Second place in the Food or Beverage category will receive 20 hours of consulting time from Niagara College Canada, 1 annual CTAQ membership and 2 tickets to the 2022 Marketing Event as well as 50 sq. ft. of free space in the Start-up Village at SIAL Toronto 2023 (May 9-11, 2023). First place in the Technology or Service category will receive a \$3,750 discount on a Business Strategy Internship valued at \$6,500 CAD from Mitacs, 20 hours of consulting time from Niagara College Canada, 1 annual membership to CTAQ and 100 sq. ft. of free booth space at SIAL Toronto 2023 (May 9-11, 2023)



Congratulations to BY2048 : 1st Prize - Food or Beverage Category



BY2048 not just offers outstanding and unique plant-based seafood products that not just follows the current food, health and clean label trends but also follows a very unique and clear vision based on scientific research to save the Oceans by 2048. The sustainability impact that by 2048 products offer was extremely impressive. The marketing planning and environmental commitment was demonstrated by the 5% donation of profits to charities to free the oceans from plastic. Moreover, the long-term planning for the company to cover all business areas as well as the tangible environmental impact demonstrated the huge potential for growth. "The cherry on top" was the outstanding flavour and texture of the plant-based smokey salmon.

by2048.com

"Winning the pitch competition further validated that there is a place in the market for plant-based seafood alternatives. We hope that we can continue to raise awareness of the challenges facing our oceans and we welcome all ocean lovers to join our mission of saving the ocean by 2048." **Arthur Schiller, CEO of BY2048**



Congratulations to Les Aliments Merjex : 2nd Prize - Food or Beverage Category



Les aliments Merjex offer a plant-based product called tempehine that not just follows the current plant-based and clean label trends but also provides versatility and convenience in terms of the greater number of applications and preparation easiness as meat alternative. In addition, the product has a relatively long shelf life which will enable distribution and business growth and expansion. The processing steps for the production of tempehine are innovative and unique to give marketing advantages; and the final flavour provides the desired texture and flavour of a meat alternative.

tempehine.ca

"The Pitch Competition gave us the perfect opportunity to present to a select audience Tempehine's vision which is built around these 5 pillars: innovation, taste, simplicity, health and environmental awareness. It is now clear that Tempehine is taking tempeh to another level. Still skeptical? Try our products at a grocery store near you!" **Sonel Merjuste, CEO of Les Aliments Merjex**



Congratulations to Prevu3D : 1st Prize - Category Technology or Service



Prevu3D offers state-of the art software with a positive and crucial impact on food or beverage processing efficiency and productivity. The software is able to provide a 3D replica of a food or beverage manufacturing facility as an impressive tool for the facility design, process flow, assignation of production areas, identification of bottle necks etc. In addition, the product is user-friendly and relatively affordable considering the software market and the resulting time-saving implications. The product is responsive to current food processing and engineering demands for a constant improvement in facility operations and design.

prevu3d.com

"Thank you to the SIAL Committee for the opportunity to pitch our solution and for presenting us with the Technology Award. We look forward to welcoming more talented researchers to help us create innovative new tools that help improve the efficiency of so many people and facilities around the world. See you at SIAL 2023!" **Nicolas Morency, CEO of Prevu3D.**

— Partenaires Pitch Competition: —

Présidé par / Chaired by
Niagara College Canada

Mitacs

NielsenIQ

CTAQ

Sfte

Sobey's

NOURISH food marketing

PME MTL

ALCANTARA

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PROUD PARTNER OF :

WINNERS PITCH COMPETITION 2022



ABOUT THE PITCH COMPETITION

On the second day of the show at 10:00 a.m., the highly anticipated Pitch Competition began, featuring 15 exhibitors from the Start-Up Village, a space sponsored by the City of Montreal. An innovative format, where start-ups competed against each other and had 3 minutes to seduce the jury in two categories: Food & Beverage and Technology & Service. This competition is particularly important to SIAL Canada and its partners Niagara College Canada, Nielsen IQ, Mitacs, Conseil de la Transformation Alimentaire du Québec (CTAQ), Farm Credit Canada (FCC), the City of Montreal, the City of Toronto, Nourish Food Marketing, PME MTL, Récolte and Sobeys, who want to support the succession and development of start-up companies!

A word from the jury president

"The Pitch Competition allowed innovators to present new concepts to key experts to identify challenges and opportunities to be addressed or leveraged for growth and success. It was amazing to see how innovative products not only address current food trends, but also support environmental sustainability and current consumer and post-pandemic treatment demands".

Dr. Ana Cristina Vega Lugo
Scientific Director - Niagara College Canada

ABOUT SIAL CANADA

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 10 trade shows, bringing together 16,700 exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), Agri-Food Export Group Québec-Canada and Comexposium, in addition to receiving support from Agriculture Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), as well as the United States Department of Agriculture (USDA).

SOURCE : SIAL CANADA

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THANK YOU TO OUR PARTICIPANTS !

Food or Beverage Product: 12 participants and 2 winners

Bembom, BY2048, Club Kombucha, Coop Boomerang, Le Sublime, Les Aliments Merjex, Mandioca, Moong Pani, Ooya Infusion, Still Good Food, The Foodie Family, Viva Panettone

Technology or Service: 3 participants and 1 winner

Log 5 DATA Inc., My Cantine, Prevu3D

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recolte

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