



SIAL START-UP

STARTUP PITCH COMPETITION 2025 EDITION

STARTUP CPG CATEGORY

Gold Award: Congratulations to Nanashake

Nana shake captivated the judges by presenting an outstanding and unique line of desserts that meet the most pressing customer demands such as nutritious, flavour, clean label with a tremendous marketing and business growth potential. The jury members were impressed with the potential of the unique fascinating innovative upcycling base that would grow beyond the dessert category.

“We are both thrilled and honored to have won the Gold award in the Startup CPG competition at SIAL Canada 2025. This prestigious recognition fuels our passion to keep pushing forward in growing our business and will aid us immensely in securing expanded distribution for our products at more stores nationally across Canada. Thank you SIAL Canada for this amazing opportunity and for supporting local businesses and giving them a platform through which to share their story and shine!” Yazeed Yasin, Co-Founder & CEO



Silver Award: Congratulations to Goldy's

Goldy's impressed the judges with an outstanding product that would offer convenience and nutrition. Moreover, Goldy's products have an incredible potential for scalability, distribution and diversity in market expansion.

Bronze Awards: Congratulations to Bonbon Collections and Chien gourmand

Bonbon Collections offers outstanding novel desserts and other plant-based products utilizing common plant-based ingredients. The strategic plans and potential for expansion and growth captivated the judges.

Chien Gourmand products meet the most recent consumer demands and trends in this market. The jury members strongly encourage Chien Foods to look for more marketing strategies for growth and expansion considering the incredible potential of the products.



STARTUP FOODTECH CATEGORY



Congratulations to New School Foods: 1st prize

The judges were fascinated with the novel technology that new school foods presented for the manufacture of plant-based products. This technology responds to a pressing gap in the industry. It presents a solution due to the current plant-based innovation challenges.



Congratulations to Terra Bioindustries: 2nd prize

The judges were impressed by the innovate technology that transforms upcycling ingredients into functional ingredients for the food industry. The variety of application and the unique processing that the company developed showed the incredible potential of the company.



CONGRATULATIONS TO THE 2025 WINNERS!

At 10:30 a.m. on Day 2 of the show, the much-anticipated 6th edition of the Startup Pitch Competition kicked off, spotlighting 16 promising exhibitors from the Startup Village, a space partially supported by the City of Toronto and the City of Montréal.

Focused on innovation, sustainability, and food security, the competition rewards products and technologies with strong growth potential in the North American market.

Each startup had just 3 minutes to pitch their concept to a panel of industry experts in one of two categories: Startup CPG and Startup FoodTech.

This event reflects SIAL Canada's ongoing commitment — and that of its partners — to supporting the next generation of entrepreneurs and the growth of the startup ecosystem. Winners received powerful data tools, expert support, booth space, and media exposure to accelerate their development. A big thank-you to our major partner NielsenIQ, and to our supporting partners Niagara College, Pigeon, and Grocery Business for helping early-stage food and beverage businesses grow and thrive.

A word from the Jury President:

“It has been an honour to watch the evolution of the pitch competition for the last 6 years. The SIAL pitch competition is a platform that not just enables the presentation of novel food and beverage products and technology; it also shows the passion of the entrepreneurs which drive growth and success. As jury members, it is fascinating to hear, watch, and visualize the future of the food and beverage industry through the innovation and creative of startups.”

Dr. Ana Cristina Vega Lugo,
Scientific Manager, Food and Beverage Innovation Centre,
Niagara College

Thanks to the 16 participating startups

Startup CPG : Bonbon Collections, Brasserie San-O, Chien Gourmand, Dear Goodness, Goldy's, Groupe Sakao, Les Aliments Green Brothers, NanaShake, Paella Marisol, Rawcology, Seed Me, Smoke & Tears

Startup FoodTech : Bioeureka, Bopaq, New School Foods Inc., Terra Bioindustries Inc.

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THANK YOU TO OUR JURY MEMBERS

Pitch Competition Partners



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