

The M.A.D.E.* Awards nominees are announced!

*M.A.D.E. = Marques Associées Distribution Event (Own Label Event)

On the 20th and 21st of March 2018 – Paris Porte de Versailles, Pavillon 7.1

The M.A.D.E. Awards detect trends and showcase innovative know-how in line with consumer expectations and the requirements of the various distribution networks. The criteria were redefined and resulted in six new categories that focus on R&D know-how rather than marketing trends: process innovation, packaging innovation, recipe / formulation / ingredient innovation, breakthrough innovation, marketing / positioning / story telling innovation, and open innovation / co-creation. For this second edition, the nominations panel met on the 1st of February and selected 25 innovations from the 142 presented.

A final panel made up of professionals from the sector and journalists from the specialised press will meet before the event to select the six winners.

Excellence Award: The Best of M.A.D.E. designation will go to the best innovation of all. The M.A.D.E. Awards and the “Best of M.A.D.E.” award will be presented to the winners at 6 p.m. on 20th March during the dedicated ceremony in the TV studio. During the cocktail following this ceremony, chefs Jean-Marie Baudic and Pierre Lortie will be at the M.A.D.E. Your Cuisine Lab to present 4-handed culinary demonstrations featuring the award-winning products.

➤ - INNOVATION IN THE TECHNOLOGY / PROCESS CATEGORY:



BISCUITS POULT – WAFFLE MADE WITH FRESH EGGS AND FILLED WITH CHOCOLATE-HAZELNUT SPREAD

Fresh egg waffles with a delicious chocolate-hazelnut filling delicately spread in each of the waffle's pockets.

Booth: E37 – Géraldine DECKER – +33 (0)6 48 99 35 90 – g.decker@groupe-poult.fr



LE BONTÀ – READY-TO-EAT NATURALLY COOKED VEGETABLES

Three-product range of ready-to-eat cooked vegetables. Unflavoured and cooked without water. All of our vegetables are 100% Italian and 100% organic. White beans, red beans, and chickpeas.

Booth: H33 – Adriana VANNETTI – +33 (0)6 22 96 17 96 – adriana.vannetti@lebonta.it



SEGAFREDO ZANETTI FRANCE – COMPOSTABLE AND BIODEGRADABLE SAN MARCO CAPSULES

Two varieties of high-quality organic coffees: #8 is Intense and Rounded, and #6 is Delicate and Aromatic. They are packaged in biodegradable and compostable capsules.

Booth: M18-M19 – Christelle MAUROUARD – +33 (0)2 35 58 18 64 – christelle.malbrec@segafredo.fr



WE PUB –DIGITAL CONNECTED CORNER

Solution to enable stores to communicate with customers via a screen. Three clicks are all it takes to update your advertising on posters, your website, and social networks.

Booth: X38 – Gedeon RUAS – +33 (0)6 14 56 70 91 – gedeon.ruas@wepub.fr

➤ **INNOVATION IN THE PACKAGING CATEGORY:**



LES MILLE SOURCES – FONDANT IN A RAMEKIN

Each ramekin contains an individual portion. The fondant can be eaten directly from the ramekin or turned out on a plate. Several recipes are available.

Booth: H17 – Pascal VALADEAU – +33 (0)6 12 49 60 89 – pvaladeau@conserverie-1000-sources.com



PEDON – ORGE MIX: MIX OF GRAINS AND LEGUMES

Orge mix is a combination of grains and legumes that is easy to prepare and ready in just ten minutes. It is rich in fibre and a source of protein. Tasty, it can be added to any dish. This product is 100% natural and does not contain any additives or GMOs. It is ideal for busy young professionals.

Booth: C27 – Martinello GIORGIA – +39 (0)4 24 41 11 25 – giorgia.martinello@pedongroup.com

SERVO ARTPACK – BIO-SOURCED AND COMPOSTABLE PACKAGING FILM

Metallic duplex light-blocking film made from renewable and 100% compostable compounds. All the materials used in the manufacturing process are compostable: cellulose, adhesives, inks, and varnishes.

Booth: C18 – Philippe ROUILLE – +33 (0)7 77 98 00 56 – philippe.rouille@artpack.ch



STRATUS PACKAGING – SLEEVE WITH A GRIP EFFECT

The grip-effect varnish on the outside of the sleeve appears in slight relief. These bumps alone are anti-slip and ensure a better grip of products.

Booth: P38 – Catherine GOUJON – +474253991 – c.goujon@gmail.com

➤ **INNOVATION IN THE RECIPE / FORMULA / INGREDIENTS CATEGORY:**



CHRISTIAN POTIER – RANGE OF HEALTHY SAUCES

Individual 50g portions of sauces (packs of three): sources of fibre and enriched in protein, designed for athletes and to prevent muscle loss in the elderly.

Booth: X20 – Philippe LATIL – +33 (0)6 11 35 95 33 – platil@christian-potier.com



ESCAL – 12 STUFFED MUSSELS TO ENJOY

Stuffed mussels are classics of French gastronomy. The originality of this product is that they are presented in a crunchy edible shell.

Booth: S12-T13 – Alexia MULLER – +33 (0)3 88 60 05 56 – alexia.muller@escal.fr



GELAGRI – RISOTTO-STYLE SEMOLINA OF CAULIFLOWER, CORAL LENTILS, AND BEANS

A delicious and surprising recipe that will make anyone enjoy their vegetables. This balanced dish is a source of fibre and rich in protein, making it an ideal complete meal.

Booth: R5 – Blandine COQUIO – +33 (0)2 98 25 30 44 – blandine.coquio@gelagri.com



MERALLIANCE – BITE-SIZED PORTIONS OF SMOKED FISH TO ENJOY AS AN APPETISER

Ready-to-eat bite-sized portions of smoked fish to enjoy as an appetiser. A fun, practical way to eat fish. Use toothpicks or enjoy as finger food.

Three recipes: smoked salmon with lime and dill; smoked salmon with Espelette pepper; smoked cod with curry and coconut.

Booth: P19 – Isabelle SECHET – +33 (0)2 98 64 48 10 – isabelle.sechet@thaiunion.com



RUF LEBENSMITTELWERK KG – GLOSSY ICING

Three colours of ultra-glossy icing (green, pink, and petrol blue) to decorate in one colour cakes, muffins, pies, and more. Combine the colours to obtain breathtaking creations.

Booth: C39 – Florence BURKARDT – +49 5431 185 162 – fburkardt@ruf.eu

➤ BREAKTHROUGH INNOVATION CATEGORY:



CITÉ GOURMANDE - HASSELBACK POTATOES – FROZEN

Frozen pre-sliced potatoes. Hasselback potatoes ensure a stunning and original presentation that is sure to impress. Its slicing (unique in a frozen product) makes it a great side or main dish (e.g., by inserting slices of bacon and cheese).

Booth: V23 – Aurore ROUSSEL – +33 (0)5 53 48 48 12 – aroussel@citegourmande.fr



GREENYARD FROZEN FRANCE – FRUIT PIE FILLING

Filling made up of large-cut frozen fruits (>70%) coated with an egg-based mix and a pinch of sugar and cinnamon. Simply pour over a pie base and bake. Very quick to prepare.

Booth: N26-P27 – Géraldine HEYRIES – +33 (0)2 97 44 95 52 – geraldine.heyries@greenyardfrozen.com



POULEHOUSE – POULEHOUSE

Poulehouse presents an innovative concept that is respectful of all forms of life: a slaughter-free production system, that provides the first eggs from chickens that are not slaughtered at the end of their productive life.

Booth: X38 – Sébastien NEUSCH – +33 (0)6 76 15 08 00 – sebastien@poulehouse.fr



TAGMYFOOD – MON PRODUIT ME DIT TOUT (MY PRODUCT TELLS ME EVERYTHING)

An innovative digital device that informs consumers about the origin of their food and enables stakeholders in the food-processing sector to promote their products and know-how. TagMyFood encourages responsible behaviour and puts food at the heart of the decision-making process of consumers, producers, stores, restaurants, and supermarkets who choose quality.

Booth: X38 – Christian DUMONT – +33 (0)6 70 91 56 10 – christian.dumont@tagmyfood.com

➤ **INNOVATION IN THE MARKETING/POSITIONING/STORY-TELLING CATEGORY:**



ALPINA SAVOIE – LES PÂTES FILIERE FRANCAIS (AUTHENTIC FRENCH PASTA)

A range of high-quality pasta with strong commitments: 100% French, fair-trade, and authentic. We grow our wheat using methods and know-how that promotes our health and that of our lands. Our wheat is entirely pesticide-free. We work with more than 60 French farmers. We commit to a three-year contract and a stable price that is independent of fluctuations on the world market.

Booth: F17 – Emma SAUTOU – +33 (0)7 60 73 47 97 – esautou@alpina-savoie.com



DALLA COSTA ALIMENTARE – RED LENTIL TRAVEL PASTA

Using only flour from legumes results in a delicious first dish for anyone who wants to introduce a plant-based source of fibre and protein in their diet. As a matter of fact, legumes are naturally rich in protein and fibre.

Booth: E31 – Federica CARON – +39 0423 484402 – expdept@dallacostalimentare.com

MERE LALIE – CUTTING BOARD WITH 3X140G LE PARFAIT JARS

Three recipes in 140g le parfait jars on a cutting board with a spreader. Le Parfait sailed through the 20th century thanks to its consistent reliability and reimagined products that always adapted to the new desires and needs of consumers. Shareable format: Apertif, starter, picnic ...

Booth: P14-R15 – Eric DUBERN – +33 (0)6 37 38 28 28 – eric.dubern@merelalie.fr

DIVERSI FOODS – FLEUR DE CAMEMBERT (CAMEMBERT FLOWER)

A complete dish including bread and Camembert. Just pop it in the oven for a few minutes and hey presto! The aromatic herbs will release delicious scents during the cooking process. It is ideal for an aperitif: fast, simple, original, and does not require any preparation.

Booth: R6-S7 – Podevyn MATTIAS – +32 (0)53 72 98 02 – mattias.podevyn@diversifoods.com

➤ **OPEN INNOVATION / CO-CREATION CATEGORY:**



LACREM S.A. / FARGGI MENORQUINA – N1CE ICED COCKTAILS

Four varieties (Mojito, Margarita, Piña Colada, and Daiquiri Strawberry) designed to adhere to ice cream production requirements. The cardboard packaging is lightweight and easy to use. Moreover, it is perfectly adapted to the security requirements that are increasingly being imposed at festivals and concerts.

Booth: T15 – Emmanuel ROUILLER – +33 (0)6 71 18 03 43 – erouiller@farggimenorquina.com



LSDH – RANGE OF CONVENTIONAL VEGETABLE BEVERAGES

Wide range of conventional vegetable beverages located in the dairy department. It is aimed at consumers who want to diversify their diet or are looking for alternatives to milk. The eight references (soy, calcium soy, vanilla soy, chocolate soy, almond, oat, rice, and hazelnut) provide variety in both taste and texture.

Booth: J32-K33 – Corinne PERRIN – +33 (0)2 38 46 33 60 – c-perrin@lsdh.fr



REFRESCO – FLAT TEA BEVERAGES FROM AROUND THE WORLD (CEYLON, ENGLISH BREAKFAST, AND EARL GREY)

The tea beverages highlight the specifics of each type of tea. Three varieties to enjoy according to your mood: Earl Grey with bergamot flavour, Ceylan chai, and English breakfast tea with lemon. Iced tea is no longer only available in different flavours, but also different varieties!

Booth: H10-J11 – Céline GUERIN – +33 (0)6 18 60 69 31 – celine.guerin@refresco.com

YOURBARFACTORY – CO-CREATION OF CUSTOMISED GLUTEN-FREE AND ALLERGEN-FREE SNACKS

Nutritious customised bars for private brands and co-packing. YOURBARFACTORY specialises in allergen-free products and offers a wide range of bars: protein, energy, grains and fruits ...

Booth: K42 – Mélanie CARRE – +1 514 364 0258 – melanie@yourbarfactory.com



Key figures:

- **450 manufacturers** of food and non-food products, including 35% from outside of France
- **Complementary ranges:** grocery and beverages; frozen and fresh; packaging, design, and associated services
- **4,500** French and international visitors expected

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