



Press Release

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THAIFEX - Anuga Asia 2022 Taste Innovation Show Awards recognise and honour local and international exhibitors for their dedication to F&B excellence and innovation

THAIFEX - Anuga Asia 2022 TASTE INNOVATION SHOW Awards, part of the lead-up to THAIFEX - Anuga Asia 2022, Asia's leading food tradeshow, encourages innovative F&B industry operators to drive inspiration among exhibitors, event participants and F&B players locally and internationally.

Bangkok (17 May 2022) – THAIFEX - Anuga Asia 2022, Asia's leading food tradeshow, which is set to be hosted at IMPACT Muang Thong Thani, Bangkok, Thailand from 24-28 May 2022, has announced winners and finalists from the THAIFEX - Anuga Asia 2022 TASTE INNOVATION SHOW Awards. Out of over 1,300 local and international exhibitors, 581 companies submitted their most innovative product (1 product per company), and a total of 57 exhibitors will be receiving their recognition at the THAIFEX - Anuga Taste Innovation Showcase during the tradeshow.

The THAIFEX - Anuga Asia 2022 judging panel assessed each product based on a clearly defined evaluation framework: new to market, how it fulfils a need or solves a problem for the industry or consumers, and how the product is innovative in terms of its taste, ingredients, packaging, or design. The awards submissions were then categorised into 11 F&B trade show segments (coffee and tea, drinks, fine food, food service, food technology, frozen food, fruits and vegetables, meat, rice, seafood, and sweets and confectionery), alongside categories from Special Shows which include halal, organic, future food market and start-up segments, all part of a huge effort to achieve the event's objective of "Reimagining the Future Of The Food Industry Under One Roof".

"Earning the accolade for excellence in F&B innovation has revolutionised winners' and finalists' experience at THAIFEX - Anuga Asia. Not only do they get recognition online and onsite, but the award also increases their reach to buyers and potential business partners, as well as exposure to local and international media," said Wendy Lim, General Manager of Food Tradeshow, Koelnmesse Singapore. *"The THAIFEX - Anuga Taste Innovation Show Awards aim to recognise and honour the local and international exhibitors for their dedication towards excellence and innovation. They also create talking points and spur inspiration among exhibitors, participants, and F&B players."*

THAIFEX - Anuga Asia
24-28 May 2022

www.thaifex-anuga.com

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"As an internationally recognised F&B tradeshow, it is our duty as gatekeepers to shape the new era by connecting innovative firms with trade visitors, buyers, and exhibitors, and enabling them to achieve success in a safe business environment," said Mathias Kuepper, Managing Director of Koelnmesse.

The show is all set to welcome over 40,000 trade visitors, providing sessions dedicated to entrepreneurs, product innovation and the future of food, as well as connecting key industry players to new market opportunities as they seek to respond directly to buyer needs.

THAIFEX - Anuga Asia 2022 is organised by [DITP](https://ditp.go.th/), [TCC](https://tcc.go.th/) and Koelnmesse. For more information, please visit <https://thaifex-anuga.com/en/>. To view the Live Stream during the event cast, please follow <https://www.facebook.com/thaifexanugaasia/>.

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Product Name	Product Information	Company Name
Allowrie MCT Butter, Imperial Hemp Butter Blend, Allowrie Hemp Butter with Garlic	The Allowrie MCT butter is made with coconut oil that contains medium-chain triglyceride (MCT), which is beneficial to health. It is a ketofriendly product and free from milk powder. The Imperial Hemp Spreadable Butter & Allowrie Garlic Butter with Hemp Oil is made with hemp oil, which is a good source of omega 3, 6, 9.	KCG Corporation Co.,Ltd (THAILAND)
Amaranth Teff and Quinoa Pasta	Amaranth Teff and Quinoa pasta which has a great texture al dente and a good taste, and perfect with all types of sauces.	Pasta Natura SRL
BeKlear	The innovative vegetable and fruit wash is made from 100% natural cassava roots. Its patented production method involves heating the activated carbon at 1000 degrees so that the wash has the ability to release ions and electric energy, instead of using chemical stimulation.	MSTR Corporation (THAILAND)
CAB KROB Vegan Crispy Crackling	Cab krob is a yummy vegan, plant-based crispy cracker that is made from flour that is high in protein, sugar-free and has no cholesterol. It can be matched with any food, such as somtum, noodle, Nam prik num, chilli paste, boiled rice and any type of food in the world.	Dorothy Network (THAILAND)
Eri Silk Pupae Powder	Eri Silk Protein Powder has protein content of 60-65%. It is also rich in HDL, LDL lowering good fats, dietary fiber, vitamins and minerals. It is a high-quality alternative protein and can be added to any recipe.	Kokoonic Co.,Ltd (THAILAND)
Fermenthe' Kombucha with Honey	Fermenthe' is a sparkling fermented tea with good bacteria and yeast and a hint of honey. It is a functional beverage that contains EGCG, DSL, B1&B2 which can improve your digestion, detoxification, and liver function and has many more benefits.	Ms. Organics Co., Ltd. (THAILAND)

Ginger Fizz Original	Ginger Fizz redefines the ginger drink by evolving the taste through lactobacillus fermentation processes. The result is a drink with a fruity, floral profile, a hint of clove and a little spicy kick from fresh ginger roots. It also contains less sugar than a regular Ginger Soda.	Thun Tatchakorn Co., Ltd. (THAILAND)
Meat Zero Plant-Based Meat	Meat Zero is Thailand's No.1 and first variety of ready-to-eat and ready-to-cook plant-based meat alternative. It uses the CPF PLANTTEC Innovation, which allows plants to mimic animal meat taste & texture. Even though the products contain zero meat, they have a surprisingly meaty texture. It is also cholesterol-free and has good nutrients such as protein and fibre.	CPF (Thailand) Public Co Ltd (THAILAND)
Ms. HOHO Fried Chicken Ice Cream	This ice cream is a prank! It looks just like a fried chicken drumstick, but it is actually an ice cream. The crushed cornflakes outer layer provides a corn aroma, and it is filled with an addictive Mala spicy flavour ice cream inside. The perfect combination of spicy and sweet brings a unique taste and visual experience.	Hop Hung Food Co., Ltd. (TAIWAN)
OmniFoods series (OmniMeat Mince, Luncheon, Strip)	OmniMeat is a nutritionally superior meat analogue launched in 2018. It now comes in three exciting formats: OmniMeat Mince, Luncheon, and Strip. The products are 100% plant based and low in calories, fats, and cholesterol, that is kinder for our bodies, our planet, and for all beings.	Plant A Foods Hong Kong Limited (HONG KONG)
Wholegrain Bread with Cricket Protein	Wholegrain bread with cricket protein is made from cricket protein, unbleached wheat flour and mixed whole grain. Each slice of bread has 7g of protein and is a source of fibre. Cricket is known for its sustainable protein and better nutritional properties.	NSL Foods Public Company Limited (THAILAND)
Oxygen Absorber	Ever Fresh Oxygen Absorber prevents spoilage or oxidation of products by completely eliminating the residual oxygen in products. This cost-effective and eco-friendly product extends a product's shelf life and preservation.	Lipmen Co., Ltd. (REPUBLIC OF KOREA)
Spout Pouch and Cap	Spout Pouch and Cap is a flexible packaging solution which is easy to drink from. It has a Tamper Evidence seal and it is choked free for infants' protection. It is suitable for mass production and can be used for food, beverages and baby food.	Joongang Platec Co., Ltd. (REPUBLIC OF KOREA)
Trumpkin	Trumpkin is a plant-based cheese from pumpkin seed, top-8 allergen-free, low calories, with 0% cholesterol	PB Foodtory Co.,Ltd. (THAILAND)
Watermelon Rice Vermicelli	The Organic Watermelon Rice Vermicelli does not contain artificial colour, food additives, preservatives or borax. They are gluten-free, non-GMO, and made with aromatic rice flour and watermelon juice. It is also made with Food safety management systems that are certified with ISO22000, and an FDA certificate.	Duy Anh Foods Imp-Exp Co.,Ltd (VIETNAM)

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Click to find out more about THAIFEX - Anuga Taste Innovation Show Awards winners and finalists.

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Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. Further Information is available at: <https://www.koelnmesse.com/current-dates/all-trade-fairs/>

About the Department of International Trade Promotion, Ministry of Commerce, Thailand

The Department of International Trade Promotion is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia. <http://www.ditp.go.th/>

About the Thai Chamber of Commerce

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. <https://www.thaichamber.org/>

Note for editorial offices:

Press information is available at: <https://thaifex-anuga.com/en/for-media/media>. If you reprint this document, please send us a sample copy.

More information about the event is available here:

Website: www.thaifex-anuga.com Facebook: THAIFEX-Anuga Asia Instagram: @thaifexanugaasia LinkedIn: THAIFEX-Anuga Asia

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