

2021 NATEXPO AWARDS: AND THE WINNERS ARE...



Reflecting the vitality of the organic sector, the Natexpo Awards have, since 2005, paid tribute to the most innovative, useful, convenient and original products launched over the previous year.

This year, **more than 330 products – a record!** – were entered for consideration by the judges, in 8 categories: Fresh products, Sweet grocery products, Savoury grocery products, Beverages, Dietary

supplements, Cosmetics and Personal Hygiene, Household and Personal products and services, and Service and Equipment for Retail and Brands.

The Natexpo Awards judges

The judges assess the products on the criteria of innovation, consumer benefits and their main performances. The essential organic certification and products' retail prices were also taken into consideration. All the products were tasted or tried out by the judges.

Members of the jury:

- Mirabelle BELLOIR / Journalist, LSA
- Olivier COSTIL / Managing Editor, Monde du Bio Gourmet
- Noé CHENEVARD / Vice-president of CNJE (Junior-enterprise National Confederation)
- Anne DUPUY / Eco-friendly and organic fashion specialist
- Camille HAREL / Journalist, LSA
- Angélique HOULBERT / Journalist, France 5
- Laure JEANDEMANGE / Managing Editor, Les Nouvelles Esthétiques
- Antoine LEMAIRE / Managing Editor, Biolinéaires
- Isabelle MARTINET / Journalist, France 2
- Philippe MILLET / Journalist, Actif's Magazine – Nutriform' Magazine
- Christine RIVRY-FOURNIER / Managing Editor, BIOFIL

Visitors will be able to discover the winning products of the 2021 NATEXPO Awards, in a dedicated area at the entrance to the show. The Prize-giving ceremony will be held on Sunday 24 October at 5 p.m. on the stand of the Natexbio federation (K32).

FRESH PRODUCTS

Gold Award

Bell pepper and paprika Skyr Apéro / **PUFFY'S**

Skyr Apéro is the first spread with the "Nutriscore A" rating, allowing people to look after their health on social occasions with peace of mind and without making any compromises!

Launch date: 10/20/2020

Destination area: Europe, France

Market: Women who care about their figure during the apéritif.

Price: €3.30 Tax excluded

The Jury's opinion

This dairy specialty between yogurt and fresh cheese won over the jury thanks to its taste and its French manufacture. Skyr's original association with peppers and paprika won over the jury, as did its A rating in the Nutriscore gauge.

A word from the winner: « Puffy's is a company specializing in healthy and gourmet SKYR-based products, all our products are 100% organic, French, nutriscore A and ecoscore A! This year, we released "SKYR apéritifs", the first fat-free and very delicious spreads, for a completely uninhibited apéritif! »

Silver Award

Lemon verbena hydrolat goat's milk yoghurt / **LA LEMANCE**

Made in Vendée, this original yoghurt combines the delicateness of goat's milk, the subtle tastes of essential oil hydrolat and the powerful tang of lemon coulis.

Launch date: 09/01/2020

Continents of destination: Europe, France

Market: Women and Men. Category CSP +, organic enthusiasts

Price: € 2.79 Tax excluded

The Jury's opinion

Good and balanced, here are the two main qualities retained by the members of the jury. As goat's milk yogurts are still scarce on the market, the jury particularly appreciated the alliance between the authenticity of the creaminess of this milk and the flavors of lemon verbena.

A word from the winner: « La Lémance, an activist and committed to organic for more than 20 years, presents its latest innovative recipe: goat yogurt with lemon verbena hydrosol. Our hydrolate comes from the condensation of water vapor, obtained during the distillation of the plant. This yogurt is a real concentrate of pleasure, thanks to the sweetness of our organic and French goat's milk, the tangy character of Sicilian lemon coulis and the fine and subtle touch of lemon verbena hydrosol from Languedoc. »



SAVOURY GROCERY PRODUCTS

Gold Award

Small mountain trout in sunflower oil and with wild Madagascar pepper / **LA TRUITELLE**
Both gourmet and eco-friendly, this preserve with wild pepper seasoning offers an original taste experience between the finesse of the flesh, the balance of flavours and a long-lasting taste.

Launch date: 15/12/2020

Market: All public

Continents of destination: Europe, France

Price: € 8.15 Tax excluded

The Jury's opinion

This product caught the Jury's attention because it is the first preserves labeled AB. Made from quality products, combining culinary pleasure and health benefits, this preserve has been considered high-end and has also been popular for its ecological aspect. Indeed, these preserves constitute an alternative to overfishing traditionally used in fish canning.

A word from the winner: « Because gastronomy rhymes with ecology, because we have a passion for innovation, because a product is only good for us if it is both good for health and good for the planet, we have created La Truitelle, the first canned small fish made by hand in France and labeled Organic Agriculture. »

Silver Award

Black garlic caviar / **ISWARI-SAMADHI**

Black garlic caviar with organic olive oil, set off with a pinch of salt. A gourmet product, perfect for canapes or to give an edge to your favourite recipes. Stimulates the immune system and slows down cellular ageing.

100% organic garlic, grown and processed in the Drôme department. Certified vegan and gluten free.

Launch date: 10/01/2020

Market: All public

Continents of destination: Europe, France

Price: € 7.10 Tax excluded

The Jury's opinion

The jury considered this to be a real innovation in the condiment department. The jurors found this black garlic caviar both original and tasty, perfect for adding to consumer recipes. In addition, the short list of products: only 3 ingredients, including 80% black garlic from Drôme, convinced the members of the jury.

A word from the winner: « The finely selected variety of this Drômois garlic, our "artisanal" manufacturing secret to obtain our black garlic as well as the love, a little olive oil and a touch of salt that we put in our recipe make our caviar. of black garlic an exceptional product. It will be perfect in toast, for a gastro aperitif, or to spice up your favorite recipes (risotto, pasta, mayo and even sweet shortbread). »



SWEET GROCERY PRODUCTS

Gold Award

Organic and fair-trade coconut whipping cream / **BASE ORGANIC FOOD**

Wake up your taste buds, add a bit of vim and fun to your savoury or sweet dishes: Base Organic Food coconut whipping cream is a real alternative to ordinary whipped cream!

Launch date: 30/03/2021

Continent of destination: Europe, France

Market: Everyone

Price: € 2.75 Tax excluded

The Jury's opinion

A real crush for the jury! The whipped cream texture and taste were unanimous among the jurors. In addition to being delicious and having a pleasant texture, this fair-trade coconut cream is trendy and stunning.

A word from the winner: « Coco Base dealers will delight the taste buds with their innovative coconut whipping cream *! As tasty as it is creamy, it will add pizzazz to all sweet and savory recipes! » * Ingredients: coconut extract (80%), water (19%), tapioca starch (1%)

Silver Award

Organic oil-free hazelnut flour / **Les Gourmands exigeants (Max de Génie)**

A delicious flour to use as a plant protein to enhance your dishes and lower their glycaemic index. Perfect for low-carb and gluten-free cooking.

Launch date: 10/10/2020

Price: € 6.60 Tax excluded

Market: Sportsmen, vegetarians, vegans, pastry chefs

The Jury's opinion

In the Do It Yourself and upcycled products trend, this powder is a complement to flours. The jury particularly appreciated the fact that this innovative product adapts to all consumers and has practical packaging.

A word from the winner: « Max de Génie offers a range of 3 oilseed flours, rich in vegetable proteins and low in carbohydrates. These delicious deoiled flours (almond, hazelnut and peanut) come from by-products of the food industry, and are therefore upgraded. They can not only be used as vegetable proteins but also to bring original flavors to your sweet and savory dishes. »



BEVERAGES

Gold Award

Yuzu cucumber Unaju / **UNAJU**

A barely sweetened juice with a lot of taste. The technological process of infusion helps to retain the freshness of the fruits and plants while offering a long use-by date.

Launch date: 01/04/2021

Market: Adults 30 to 65 years old

Continent of destination: North and Central America, Asia, Europe, France, Oceania

Price: € 2.00 Tax excluded

The Jury's opinion

Good, fresh and original, the jury particularly appreciated this innovative combination of organic yuzu juice with cucumber.

A word from the winner: « Unaju, finely sparkling natural organic juices made from rigorously selected fruits and plants. Very little sweet and refreshing, these unique and natural drinks are made with a single aim: to find the perfect harmony between the fruit and the plant. »

Silver Award

Maté - Pop caramel / **BIOMATE**

With an intense and sweet flavour, this caramel creation is a delightful treat. Take advantage of the benefits of maté while enjoying the flavour of a sweet.

Launch date: 11/10/2020

Market: Men / women

Destination area: North and Central America, Europe, France

Price: € 28 Tax excluded

The Jury's opinion

The Jury was won over by its "premium" packaging and its delicious flavor. The taste - at the same time, intense, sweet and caramelized -, shows that this innovative brand chose its products with care.

A word from the winner: « Discover our unique and original combination of green mate and Pop Caramel infusion. With an intense and sweet fragrance, our caramelized creation is a delicacy par excellence. Enjoy the virtues of mate while feasting on a candy flavor. »



DIETARY SUPPLEMENTS

Gold Award

Pur'Biotic, fermented sparkling juice with 98.2% Aloe Vera / **CIEL D'AZUR LABS**

Pur'biotic, the first organic sparkling juice to combine raw aloe vera and ferments, gives a boost to intestinal microbiota. Refreshing and beneficial bubbles to protect your health.

Launch date: 15/04/2021

Continent of destination: Europe, France

Market: Men, women, adolescents over

Price: € 17.01 Tax excluded

12 years old (Except pregnant and breastfeeding women)

The Jury's opinion

The jury considered this original product at all levels: the formulation, the positioning, the "beer" style packaging. Plus, it is Made In France... In addition, the jury was also won over by the certifications of this juice: organic, vegan, Ecocert... In conclusion: a successful concept which earned the Gold medal in the dietary supplements category!

A word from the winner: « I would like to thank Natexpo for this Gold Award, which is recognition of Ciel d'Azur Labs's commitment to innovation! I would also like to thank the entire team for their dedication, which made it possible to offer the sparkling "Pur'Biotic", the latest addition, an innovative food supplement that respects the environment and which embodies all of Ciel d'Azur Labs's commitments. »

Silver Award

Jolie Nuit sur mes deux Oreilles / **THERA SANA**

Jolie Nuit (Pretty Night) is a night-time ritual to help children sleep from age 3 upwards. Organic and with low sugar content, it is convenient thanks to its spray, and 100% made in France.

Launch date: 03/03/2021

Price: € 12 Tax excluded

Market: Children from 3 years old

The Jury's opinion

A product for children, natural and soft, here is first of all what pleased the members of the jury. The jurors also felt that its use as a spray and its good taste was perfectly suitable for children.

A word from the winner: « Dietaroma invites you to a moment of comfort thanks to its 100% natural, soft and soothing formula as well as carefully selected organic plants. Jolie Nuit is ideal for calming down at bedtime and regaining quality sleep. Sweet dreams are now child's play! For a better sleep, lemon balm, lime and eschscholtzia do a wonderful job. »



COSMETICS AND HYGIENE

Gold Award

THE organic calendula cream / **DRUYDES**

THE organic calendula cream, enriched with probiotics, helps hydrate, calm and nourish the most fragile skins, such as tattooed or atopic (eczema-affected) skins.

Launch date: 03/01/2021

Destination area: Europe, France

Market: Men, women, children, babies, post tattoo care, fragile skin

Price: € 12 Tax excluded

The Jury's opinion

A successful whipped cream effect, wow effect from the opening, here is what first stood out for the jury. Then, its texture and smell finally convinced them.

A word from the winner: « *Druidès calendula cream will help skin weakened by eczema or a tattoo, the sensitive skin of a baby, damaged hair, thick beards! Its airy texture facilitates its absorption and leaves a dry touch. The Druidès calendula cream is made of 96.55% organic ingredients and 100% natural ingredients.* »

Silver Award

White oyster shell dry shampoo powder / **ENTRE MER ET TERRE SARL**

PERLUCINE shampoo is a powder and minimalist formula made with white oyster shells. It is economical, go-anywhere and fun, all in a refillable and 100% recyclable container.

Launch date: 15/02/2021

Continent of destination: Africa, North and

Market: Men, women, adolescents, children

Central America, South America, Asia, Europe, France, Oceania

Price: € 14.92 Tax excluded

The Jury's opinion

The members of the jury fell in love with its innovative and elegant packaging reminiscent of the beautiful French beaches. They particularly liked its powdered formula made from white oyster shell.

A word from the winner: « *PERLUCINE Shampoo powder, eco-designed from oyster shell powder is a fun and innovative product for the whole family! Simple to use, economical, composed of 100% natural ingredients, its powder formula offers a nomadic format, in a 100% recyclable container, and can easily be distributed in bulk.* »



HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES

Gold Award

Famille (presque) Zéro Déchet, Ze Jeu / **BIOVIVA EDITIONS**

A family game to discover, in an entertaining way, all the best tips and good practices for a (nearly) zero-waste household. 250 ideas to progress from idea to reality and wave your waste goodbye!

Launch date: 09/01/2020

Destination area: France

Market: Families, Adolescents and Children from 8 years old

Price: € 24.99 Tax excluded

The Jury's opinion

Playful, interesting and intelligent! This game was the favorite of the jury in this category. More than a game for children aged 8 and over, societal questions are smart enough to be appreciated by every generation.

A word from the winner: « A family game to discover, in an entertaining way, all the best tips and good practices for a (nearly) zero-waste household. 250 ideas to progress from idea to reality and wave your waste goodbye! »

Silver Award

Magnetic soap dish, made in France / **SAS ALTHODE - J'AIME MES DENTS**

Press the capsule into your soap bar or solid shampoo, fix the magnetic suction pad onto a smooth surface and save your soap by keeping it dry all the time.

Launch date: 01/30/2021

Continent of destination: Africa, North and Central America, South America, Asia, Europe, Oceania

Market: All public

Price: € 6.25 Tax excluded

The Jury's opinion

This magnetic soap dish is a response to the consumers expectations when reluctant to switch to solid cosmetics. It convinced the members of the jury for its practicality with its suction cup requiring no special installation.

A word from the winner: « The magnetic soap dish that will keep all your solid soaps and shampoos dry. The perfect accessory to ease your transition to solid cosmetics and eliminate plastic bottles from your bathrooms. A product made in France by J'aime mes dents and assembled in an Adapted Company. Sold in bulk or packaged. »



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS

Gold Award

Offre Zéro: Bag in Box upcycling programme / **JEAN BOUTEILLE**

Jean Bouteille eradicates the last item of packaging in the shop by recovering bag-in-box pouches and offering them a second life! They have already started the collection phase in the aim of turning full circle!

Launch date: 09/07/2020

Continent of destination: Europe, France

Market: Partner stores

Price: € 60 Tax excluded

The Jury's opinion

This solution was unanimous among the members of the Jury! It gives a second life to BIB bags. An innovation that is particularly useful for the circular economy because it is a complete and coherent zero waste approach.

A word from the winner: « We want to push the logic of zero waste even further, our objective is to act on the last item of packaging in the shop and thus create a virtuous loop. Working on the entire value chain is essential. »

Silver Award

Compostable CAPSIT capsule, for domestic use / **CAPSIT**

CAPSIT is the first compact and connected machine that enables professionals to pack their coffee in capsules automatically, in the shop.

Launch date: 06/01/2021

Continent of destination: Africa, North and

Market: Coffee professionals and all amateurs of quality and responsible coffee.

Central America, South America, Asia, Europe, France, Oceania

The Jury's opinion

This intelligent solution caught the attention of the members of the Jury because it helps recruit customers who love pod coffee. Real added value for stores and brands.

A word from the winner: « Capsit allows you to manufacture your own coffee capsules automatically directly in the store. We obtain an airtight capsule with a freshly ground coffee, home-compostable and without overwrapping. »



A show by
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NATEXBIO, the French federation for the organic sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with COSMEBIO, FORÉBIO, FNAB, and France Vin Bio.

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 30 events: events dedicated to organic and natural products, exhibitions on wellness and art de vivre, the Zen & Bio exhibition network in the French regions, and the digital marketplace sevellia.com.

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