



2020 NATEXPO AWARDS: CELEBRATING ORGANIC VITALITY!

The organic sector has proven its exceptional dynamism in the unprecedented circumstances of recent months, and many innovations have been launched this year in the organic sector. The best of them have just been designated by the 2020 NATEXPO awards. They illustrate the “world after Covid” by reflecting the major trends of the times: artisan methods, authenticity, proximity, simplicity, eco-responsibility, anti-waste, etc. Here, we unveil the 16 winners in the run-up to the 2020 NATEXPO show, which will be held in Lyon on 21 and 22 September, in full observance of public health measures. Nearly 700 exhibitors have registered, and thousands of visitors are expected for this headline sectoral reunion that comes in the wake of several months of quite atypical business relations.

The expert judges selected 16 winners from among the 200 entries examined. The award winners were designated in 8 categories corresponding to the range on offer at the show:

- Fresh products,
- Sweet grocery products
- Savoury grocery products,
- Beverages,
- Dietary supplements,
- Cosmetics and hygiene products,
- Household and Personal products and services,
- Services and equipment for retail and brands.

The best organic innovations of the year rewarded

The NATEXPO awards have for 15 years paid tribute to the most innovative, useful, practical and original organic products. The competition is open to all market players (regardless of whether they are exhibitors at the show), manufacturers and producers.

For this 2020 edition, the products entered had to have been launched on the market between 1 June 2019 and 1 June 2020.

The official awards ceremony will take place at NATEXPO at Eurexpo Lyon.

During the two days of the show, the 16 winning products will be displayed in the “Awards area” entirely dedicated to the winning products.

A genuine showcase of the best organic innovations of the year, it is located at the heart of the show: a strategic location and a must-visit stop-off for this first major highlight in the organic calendar since the beginning of the public health crisis.



Un jury of 11 experts

The winners were designated on 28 August 2020 by an expert jury made up of professionals from the sector, junior enterprises, along with specialist, trade and general interest media professionals.

The jury comprised:

- Mirabelle BELLOIR / Hygiene Section Editor, LSA
- Noé CHENEVARD / Vice-president of CNJE (Junior-enterprise National Confederation)
- Anne DUPUY / Eco-friendly and organic fashion specialist
- Laure JEANDEMANGE / Managing Editor, Les Nouvelles Esthétiques
- Antoine LEMAIRE / Managing Editor, BIOLINEAIRES
- Isabelle MARTINET / Journalist, France 2
- Philippe MILLET / Journalist, Actif's Magazine – Nutriform' Magazine
- Christine RIVRY-FOURNIER / Managing Editor, BIOFIL
- Anne VANESON / Managing Editor, Actu-Beauté
- Christine VIEIRA / Managing Editor, BIOADDICT.FR
- Christine ZALEJSKI / Food blogger – Cubes et petits pois



**READ ON TO DISCOVER
 THE WINNERS OF THE 2020 NATEXPO AWARDS**





FRESH PRODUCTS CATEGORY



Gold Award

Bonval sodium nitrate-free Frankfurter sausage

Sausages made from pork meat according to traditional methods, beech wood-smoked and presented in a natural casing. Grey in colour due to no sodium nitrite being used.

Company: PRONATURA - VITAFRAIS

Launch date: 04/11/2019

Market: Families

Destination(s): France

Price: €3.98 excl. VAT

Stand: I140

Judges' Notes

This product was a unanimous hit with the judges! Whether in terms of taste or approach, the members were won over! Indeed, in addition to its very pleasant smoky taste, the judges particularly appreciated the local approach, the use of Guérande salt instead of sodium nitrite and the eco-designed package.



Silver Award

Crèmeux de Bourgogne with organic truffle

The combination of all the flavours of triple cream cheese (an organic PGI Brillat-Savarin base) with notes of cream and butter, with the refinement of summer truffle (Tuber Aestivum Vitt).

Company: FROMAGERIE DELIN

Launch date: 01/06/2019

Market: All consumers

Destination continent(s): North and Central America, Asia, France

Price: €50 excl. VAT

Stand: J121

Judges' Notes

The judges particularly appreciated the balance of flavours between the creaminess of the cheese and the truffle. An original alliance of delicious regional products!





SAVOURY GROCERY PRODUCTS



Gold Award

Sauce au Carré

Original recipes to make a healthy and wholesome dish in a jiffy!
 No flavour enhancers or palm oil. Quick and easy to use, it helps cooks to obtain a thick and delicious sauce to go with carbohydrates, vegetables, meat, fish, seafood, tofu, etc.

Company: AROMANDISE

Launch date: 31/05/2020

Market: Families

Destination continent(s): Africa, North and Central America, South America, Asia, Europe, France, Oceania

Price: €3.77 excl. VAT

Stand: K68

Judges' Notes

A true innovation in the organic sauce section! This product appealed to the judges for its convenience and the originality of its sources and their make-up: no flavour enhancers or saturated fats.

Silver Award

Organic tomato sauce made with traditional Valencia orange tomatoes 250g

A tomato sauce made with an organic, traditional single variety, Valencia orange, with a fruity taste.

An all-Gers product from seed to fruit.

Extra virgin olive oil from France.



Company: VARIETTE

Launch date: 16/08/2019

Market: Family

Destination continent(s): North and Central America, South America, Asia, Europe, France, Oceania

Price: €6.63 € excl. VAT

Stand: K141

Judges' Notes

This tomato sauce with its beautiful orange colour made from heritage, reproducible and natural seeds earned the jury's approval thanks to its delicious fruity fresh tomato taste!



SWEET GROCERY PRODUCTS CATEGORY



Gold Award

75% spread

A spread that's as minimalist as it is tasty! 4 organic and fair trade ingredients – and that's all.

75% of dried fruit and nuts.

100% of ingredients are organic and fair trade.

Company: Agro Sourcing

Launch date: 23/04/2020

Market: For all the family

Destination continent(s): Europe

Price: €7.53 excl. VAT

Stand: J129

Judges' Notes

The unrivalled taste of this new spread was an all-round hit with the members of the jury! In addition to being delicious and having a pleasant texture, this spread which contains 35% dried fruit and nuts is also lactose-free, without added oils and with no preservatives! What's more, its only four ingredients are also fair trade: a new product that has everything going for it!

Silver Award



ENERGY BALLS OVERSTIM.S

A tasty recipe made from organic ingredients: dates, wild blueberries, almonds, Guérande salt... and nothing else!

A healthy alternative to sweet snacks.

Company: OVERSTIM.S / LABORATOIRE ODS

Launch date: 04/05/2020

Market: Recreational or competitive sport

Price: €2.79 € excl. VAT

Stand: J131

Judges' Notes

Already won over by the highly convenient on-the-go format of these energy balls, particularly suited to sportspeople, the judges also appreciated their taste, in particular thanks to the date base and the very short list of ingredients!



BEVERAGES CATEGORY



Gold Award

Ginger and Espelette pepper kefir

Fermented alcohol-free drink obtained thanks to natural leaven made up of good bacteria and yeast: fruit kefir. Perfect for a healthy and convivial aperitif.

Process innovation: control of the fruit kefir fermentation. Health benefit and marketing innovation: creation of a new form of healthy conviviality.

Company: LES BRASSEURS PARALLELES

Launch date: 01/11/2019

Market: Men and women

Destination continent(s): Europe

Price: €2.84 € excl. VAT

Stand: M148

Judges' Notes

A drink made in France offering an original and enjoyable kefir combination of ginger and Espelette pepper!

Silver Award



Organic crème de framboise

Organic raspberry flavoured fruit liqueur.

Company: La Panacée des Plantes

Launch date: 01/01/2020

Market: Men/women

Destination continent(s): France

Price: €11.99 € excl. VAT

Stand: F121

Judges' Notes

The judges particularly appreciated this new French-made crème de framboise, a delicious organic alternative for consumers in the liqueur section!





DIETARY SUPPLEMENTS CATEGORY



Gold Award

Bédouze Pomme Bio

Vitamin B12 of natural origin, essential for the normal functioning of red blood cells and the nervous system and to reduce fatigue. An organic product with vitamin B12 and a great apple taste, and eco-friendly packaging: plastic free, refillable and even reusable with its detachable label.

Company: SAS LES BIO FRÈRES

Launch date: 30/12/2019

Market: Family

Destination continent(s): Europe

Price: €18.86 € excl. VAT

Stand: I153

Judges' Notes

A well thought out concept which was strongly approved by the jury! Indeed, in addition to their pleasant apple taste, these tablets are marketed in an eco-friendly plastic free pack which is refillable and even reusable thanks to its detachable label!

Silver Award



Seasonal Organic Gournay purple Radish Juice

Organic Gournay purple radish, a vegetable from yesteryear and 100% from the Hauts-de-France region; made by Superdiet using the traditional cold-press method, colouring and preservative free. 100% pure organic juice, limited quantities (one production per year: 2019 vintage)

Company: LABORATOIRES SUPER DIET

Launch date: 15/12/2019

Market: Adults

Destination continent(s): Europe

Price: €14.17 excl. VAT

Stand: K41

Judges' Notes

The judges particularly appreciated the original taste of these ampoules together with the local sourcing and the limited quantity production. The elegance of the packaging was also highlighted.



COSMETICS AND HYGIENE CATEGORY



Gold Award

Takesumi-azuki ultra-fine cleansing powder and face mask



A “foodie” care product with superfoods made following ancestral Japanese health rituals. A 2 in 1 product; gently cleanses, purifies and detoxifies the skin. Can be used as a mask or a cleansing product.

Company: BIJIN

Launch date: 01/06/2019

Market: Women, men

Destination continent(s): France

Price: €14.40 excl. VAT

Stand: E17

Judges' Notes

The judges particularly appreciated the two in one aspect of this new product made of 100% natural ingredients, both a cleanser or a mask, depending on the choice of the consumer. Its original packaging is also very elegant.

Silver Award



Solid make-up remover with jojoba oil

This Comme Avant make-up remover is made up of only 4 ingredients which care for your health and our environment. Packaging is kept to a minimum for sustainable consumption.

Company: SI-CREATIVE

Launch date: 14/02/2020

Market: Women, men

Destination continent(s): Europe

Price: €9.08 excl. VAT

Stand: M20

Judges' Notes

An extremely short list of ingredients combined with the environmental benefits of zero waste made possible by its solid format: this user-friendly make-up remover has every advantage!



HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES CATEGORY



Gold Award

Pimpant laundry kit

The fabulous Pimpant kit produces 7 times less plastic and 3 times less energy for transportation. No palm oil.

Company: PIMPANT

Launch date: 16/06/2019

Market: Families

Destination continent(s): France

Price: €9.91 excl. VAT

Stand: I57

Judges' Notes

The eco-friendly benefits of this new laundry kit won over the judges: seven times less plastic consumed compared to a conventional detergent, three times lighter to carry, three times less energy required for transport! Very convenient, the washing detergent is ready to use in barely 2 minutes! Another bonus is its pretty packaging design!

Silver Award

Marguerite

The first zero plastic cool bag, a concept combining wool and hemp, keeping meals either cool or warm for 4 to 6 hours.

Company: LE MOUTON GIVRE

Launch date: 20/09/2019

Market: Families

Destination continent(s): Europe

Price: €40.83 excl. VAT

Stand: J50



Judges' Notes

An original, practical and eco-friendly product! Made from wool and hemp, this eco-friendly cool bag contains no plastic. Its added extra: it is washable!



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS CATEGORY



Gold Award

Epsilon

Epsilon is an anti-waste AI: Incorporating a range of parameters (donation rules, EGALIM Act, unit margin, etc.), it optimises unsold goods management to achieve zero waste.

The algorithm analyses the data gathered and enables stalls to reach zero food waste (100% recovery rate) by saving the maximum of value relating to these products (+53% net profit).

Company: ZÉRO-GÂCHIS

Launch date: 10/04/2020

Market: Mass retail employees and managers

Destination continent(s): Europe

Stand: J59

Judges' Notes

This solution was universally popular among the judges! It enables stores to control their food wastage by helping them to reduce it upstream and deal with it in time. A particularly useful innovation for the fight against food waste!



Silver Award

Vr'Acteur

A highly innovative solution to dispense thick liquid products (European patent). Wooden chests, made in France. A modular system that can adapt to all shops.

Company: QUALIVRAC

Launch date: 01/01/2020

Market: Shops

Destination continent(s): Europe

Stand: G101

Judges' Notes

This smart solution made a strong impression on the judges. In addition to encouraging the purchase of unpackaged goods in stores, its French manufacturing and electricity-free operation result in a low carbon footprint.



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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 Cosmébio, Forébio, FNAB and France Vin Bio.

SPAS Organisation is the largest French organiser of trade shows and consumer events dedicated to organic products, nature, wellness, the silver economy and art de vivre. SPAS Organisation organises 30 events, trend forums and a digital marketplace

- **Organic and natural product exhibitions:** Marjolaine, Vivre Autrement, Naturally, Vivez Nature, Permae (all in Paris)
- **Tradeshows:** medFEL (Perpignan), Natexpo (Paris, Lyon), Natexpo International Tour (a touring event)
- **The Zen & Bio exhibition network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux, Lyon), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle)
- **Wellness and Art de vivre shows:** Bien-être Médecine Douce (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris), Mednat & AgroBIO Expo (Lausanne, Switzerland)
- **Senior citizen trade shows:** Forum des Séniors Bretagne (Rennes), Forum des Séniors Atlantique (Nantes), 50+days (Paris)
- **Trend forums:** at its consumer events, SPAS unveils tomorrow's trends and showcases them on dedicated forums: Bio & Vegan, ViniBio, Le Rendez-vous de la conscience.
- **Sevellia.com:** an online marketplace for organic and natural products (500 traders and 27,000 product references)

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