



## 2022 NATEXPO AWARDS THE BEST ORGANIC INNOVATIONS OF THE YEAR

The organic market has grown strongly for over 10 years and registered double-digit growth between 2015 and 2020.

In 2021, after a remarkable peak during the Covid crisis, we are seeing a slowdown – correlated, among other things, with a drop in households' overall consumption and the listing of organic products in supermarkets.

The issues of this sector are central to consumers' concerns: short supply circuits, producers, naturalness and health are the essential points of consuming responsibly.

Organic players are still fully mobilised, and are using fair prices, innovation and the opening of new markets to fulfil their founding mission: to provide access to products that are healthy for both people and the environment for as many people as possible.

The Natexpo Awards single out the most innovative, useful, practical and original products launched on the market during the last 12 months. This edition received around 240 applications, 21% more than in 2020! The judges elected 17 winners, including an international special mention among 8 categories:

- **Fresh products,**
- **Sweet grocery products,**
- **Savory grocery products,**
- **Beverages,**
- **Dietary supplements,**
- **Cosmetics and hygiene products,**
- **Household and personal products and services,**
- **Equipment for retail and brands.**



## A jury of experts and professionals

The innovations were presented, evaluated, and tasted by a jury of experts, made up of professionals from the sector and Junior-Enterprises, as well as journalists from the specialist, professional and public press. The winners were designated on June 3<sup>rd</sup>, 2022 and will be awarded on **Sunday September 18<sup>th</sup> 2022** at NATEXPO Lyon 2022 during the NATEXPO Awards Ceremony.

Isabelle Martinet, Journalist and member of the NATEXPO Jury NATEXPO since 2018, underlines:



**Participating in the NATEXPO Awards Jury allows to see the evolution of the organic trend through the offer made to consumers.**

*Each year, we are there to give our point of view on innovations. All the judges come from different sectors and backgrounds, so everyone has their own criteria and it is very interesting to compare the different points of view. Of course, being part of a jury is always a bit hard because you have to make choices. But there are always some products that stand out and are more innovative than others. The organic criterion is mandatory to be selected, but then the products must also be innovative and have a real benefit for consumers.*

***This year, we elected products that, in our opinion, were truly innovative in use, composition, and consumer interest and, if possible, with a rather short list of ingredients.***

*We are indeed much more attentive to the composition and the number of additives than before, this is part of the evolution of our criteria, which is part of a general trend.*

This year, the jury was composed with:

- **Mirabelle BELLOIR**  
*Journalist, LSA*
- **Olivier COSTIL**  
*Managing Editor, Le Monde du Bio Gourmet*
- **François DESCHAMPS**  
*Managing Editor, Plan B(io)*
- **Anne DUPUY**  
*Eco-friendly and organic fashion specialist*
- **Gaëlle FREMONT**  
*Founder of INGREBIO*
- **Camille HAREL**  
*Journalist, LSA*
- **Angélique HOULBERT**  
*Dietetician and Journalist, France 5*
- **Laure JEANDEMANGE**  
*Managing Editor, Les Nouvelles Esthétiques*
- **Antoine LEMAIRE**  
*Managing Editor, Biolinéaires*
- **Isabelle MARTINET**  
*Journalist, France 2*
- **Christine RIVRY-FOURNIER**  
*Managing Editor, BIOFIL*
- **Fiona SIMONCUCCI**  
*Vice-president of the Junior-enterprise National Confederation*
- **Christine ZALEJSKI**  
*Baby Food Consultant and Founding Director of the Cubes & Petits pois blog*

### **The 2022 NATEXPO Awards area: A showcase for the best innovations of the year**

As soon as they enter the show, visitors will be able to discover the winning products in a dedicated area. The official ceremony for the NATEXPO Awards will be held on Sunday September 18<sup>th</sup> at 5 p.m. on La Maison de la Bio / NATEXBIO booth (I80).





## Golden Award

### TAHARAMA with smoked white beans and Brittany dulse (seaweed) L'ATELIER V\*

L'Atelier V\* revisits tarama, a world mezze and a classic appetizer, with a recipe that is conscientious and joyous, plant-based, genuinely organic, local and astounding in realism.

**Launch date:** 28/04/2022

**Market:** Gourmet and conscientious people

**Destination area:** Europe, France

**Price:** € 2.84 excl. VAT



#### The Jury's opinion

"Original! It is a good product that meets many positive criteria: no animal protein, local, recycled packaging..."

#### A word from the winner

"This 100% local and vegetal tarama revisited without (fish) eggs is a real bluff! This dip recreates the perfect illusion with smoky white bean and powerfully iodized dulse seaweed. While the taste buds swim in happiness, marine ecosystems can finally see life truly in pink."

## Silver Award

### Organic stirred yoghurt SIMPLE COMME BONJOUR

This yoghurt is organic, made with the fresh milk of the day at the farm. Marketed in pouches (1.2kg, 3kg and 5kg), it is distributed locally to supermarkets, collective catering and sold by bulk.

**Launch date:** 01/05/2021

**Market:** Everyone!

**Destination area:** France

**Price:** € 5.68 excl. VAT



#### The Jury's opinion

"Bulk concept with a qualitative product, good taste, limits waste, simple product... The overall approach won over the jury."

#### A word from the winner

"We believe in a world of free and inspiring farmers for society. Our mission is to support organic dairy farmers by creating a network of organic yogurt producers, in short circuits developed directly on the farm. The recipe? Fresh organic milk from the milking of the day + ferments (that's all!), sold in bulk and in large containers. Eating an organic, farm-raised and local yogurt is Simple Comme Bonjour!"



# SWEET SAVOURY PRODUCTS



## Golden Award

### Passion fruit and mango flavoured ewe's and goat's milk dessert **Brassé FROMAGERIE DU VAL D'ORMEZE**

A stirred mix of ewe's and goat's milk, sold in a glass jar to serve three, and featuring a short ingredient list. Available for consumption on the go or for retail, it also stores well and can be kept for a long time at room temperature. A true anti-waste solution!

**Launch date:** 01/01/2022

**Market:** For the whole family

**Destination area:** Europe, France

**Price:** €3.41 excl. VAT



### **The Jury's opinion**

*"This new product won unanimous support! A true innovation on the shelf, the jury particularly appreciated its long shelf life at room temperature. In addition to being practical to store, this gourmet brew that contains only 4 ingredients is also delicious and rich in fruit! Its 3-part format is a plus, because it limits packaging."*

### **A word from the winner**

*"The entire Val d'Ormeze team is proud to receive this distinction! The Ormeze river, renowned for its golden reflections, may have brought us luck. Today our Passion fruit and mango flavoured ewe's and goat's milk dessert will sparkle to the delight of its creators! Thanks to the Natexpo Jury."*

## Silver Award

### **KIGNON Lemond-Almond LA BISCUITERIE HANDI-GASPI**

These innovative shortbread biscuits made from unsold bread, are made and packed by people with a disability.

**Launch date:** 25/04/2022

**Market:** Families and committed parents

**Destination area:** France

**Price:** € 3.65 excl. VAT



### **The Jury's opinion**

*"A novelty that has it all! In addition to being delicious, these cookies are the result of a real commitment from the brand: they are waste-free and made with organic and local ingredients and allow the inclusion of people with disabilities. Their colorful and ecological packaging also greatly pleased the jury."*

### **A word from the winner**

*"KIGNON is the little Biscuit with Maxi Impact! It is organic, local and "Handi -Gaspi": made and packaged by biscuit makers with mental and psychological disabilities, also made from recycled unsold organic bread. A cookie Good for Society, Good for the Planet and Good for the Taste Buds!"*



## Golden Award

### Cup Couscous Curry Coco BIOVENCE-LAZZARETTI

An on-the-go and recyclable cup ready to consume in 5 minutes, combining indulgence and health thanks to high amino acid content (cereals and legumes), for an energy packed meal. 100% plant-based.

**Launch date:** 01/04/2022

**Market:** Men, women, working people, students and city dwellers

**Destination area:**

Europe, France

**Price:** € 2.46 excl. VAT



### The Jury's opinion

"This product caught the attention of the Jury, because it is a real innovation that meets consumer expectations, both in terms of the recipe itself and its packaging. Indeed, this delicious and original 100% vegetable "Couscous Curry Coco" recipe is made in France, from quality organic ingredients combining pleasure, delicacy and nutritional benefits (cereals, legumes, etc.), a recipe that records moreover a Nutri-Score A! In addition, this ultra-practical on-the-go prepared dish is offered in a 100% recyclable cup!"

### A word from the winner

"A nomadic and recyclable cup ready in 5 minutes, combining indulgence and health thanks to a complete supply of amino acids (cereals + legumes), a 100% vegetable energy meal, simple and quick to prepare, fully in line with a healthy daily diet."

## Silver Award

### DAO Appetizer biscuits - Spicy Indian Curry BIOTOBIO

These flavoursome biscuits are made with an Indian curry paste. With a hint of Cayenne pepper, they are just spicy enough to take you on a journey!

**Launch date:** 01/03/2022

**Market:** Men, women and children

**Destination area:** France

**Price:** € 16.11 excl. VAT

### The Jury's opinion

"The jury was particularly won over by these little aperitif shortbread cookies, the recipe for which was specially designed for bulk sale. Very crispy, these shortbreads made the taste buds of the jury travel thanks to their flavor of Indian curry! A real explosion in the mouth."

### A word from the winner

"Tasteful shortbread! These new DAO shortbread biscuits are very crispy aperitif biscuits, specially developed for sale in the bulk department. They are made in our family biscuit factory in the Alpes de Haute Provence from locally grown wheat flour. We also use a curry paste made near us that we spice up with a touch of cayenne pepper, to make you travel!"





## Golden Award

### Sparkteez

#### SPARKTEEZ BFI SARL

Sparkteez, the first all-French non-alcoholic sparkling tea - 17 calories - 4.4g of sugar and 0/0/0 of everything else... and even better: 0% alcohol, with a champagne feel.

**Launch date:** 19/04/2022

**Destination area:** France

**Market:** Le grand public

**Price:** € 9.43 excl. VAT

#### The Jury's opinion

"Surprising: a sparkling tea that did not exist on the market, with a beautiful "Champagne" style bottle! An excellent alternative to alcohol."

#### A word from the winner

"SPARKTEEZ is the culmination of 12 months of testing/study/tasting. And we would like to thank all those who believed in the project from the start... The idea was to have a festive champagne-style drink without alcohol or soda. It's done thanks to our SPARKTEEZ who wins this trophy and for which we are very proud."

## Silver Award

### Bio Veggy Café

#### THE BRIDGE

This Veggy Cafè now comes in its new cup format with the same qualities: naturally gluten-free with no added sugar thanks to its Italian rice and marzipan base.

**Launch date:** 01/02/2022

**Destination area:** Asia, Europe, France

**Market:** Men / Women

**Price:** € 1.89 excl. VAT

#### The Jury's opinion

"A sweet and balanced taste! The opening concept is interesting and makes this product practical. These are the main qualities retained by the members of the jury."

#### A word from the winner

"Our Veggy Cafè to go is now available in its new practical format, as if you had a cup of coffee in your hands. Its taste and qualities remain the same and you have more: 220 ml instead of 200 ml. The gluten-free Veggy Cafè is naturally sweet thanks to its base of rice and marzipan from Italy. Its amount of coffee corresponds to your daily dose of espresso. Its new packaging has no lid or plastic cap. Indeed a new seal called "comforlid" replaces it; it is made of a thin layer of more durable and more environmentally friendly aluminum that is easily removable: just peel it off and you are ready to enjoy!"





## Golden Award

### Nomadic Detox Blend

#### ARCHIE

The only one of its kind in France, this detox blend revolutionises the use and vision of cider vinegar with an innovative recipe and packaging designed with a thought for customers and retailers.

**Launch date:** 01/02/2022

**Market:** half of the population

**Destination area:** North and Central, Asia, Europe, France

**Price:** € 19.37 excl. VAT

#### *The Jury's opinion*

*"The jury felt that this product was innovative and original at all levels: its packaging, its use, its practicality."*

#### *A word from the winner*

*"Receiving the 2022 Golden Award in the "dietary supplements" category from Natexpo is really a great victory for Archie and additional recognition for the organic sector. First specialized brand of cider vinegar at the crossroads of culinary and well-being, we have launched unique, innovative and functional ranges in France which have already integrated the daily lives of +25,000 customers."*



## Silver Award

### Guayapi Moringa

#### GUAYAPI

GUAYAPI Moringa is an ayurvedic superfood that has been consumed for thousands of years, with high iron and plant protein content, originating from bio-diversified garden-forests in Sri Lanka.

**Launch date:** 01/03/2022

**Market:** All consumers in France and abroad

**Destination area:** Africa, North and Central America, South America, Asia, Europe, France, Oceania

**Price:** € 17.70 excl. VAT

#### *The Jury's opinion*

*"An original "In and out" concept, because you can drink it or apply it on your skin as an exfoliant and treatment. In addition, the packaging is elegant and the taste is interesting."*

#### *A word from the winner*

*"The GUAYAPI Moringa, beyond organic, is grown in Garden-Forests that sequester carbon, produce oxygen and enrich biodiversity in fair trade, according to the principles of Analog Forestry (FGP certification - Forest Garden Products)."*



# COSMETICS AND HYGIENE PRODUCTS



## Golden Award

### Self-tanning drops

#### LABORATOIRES DE BIARRITZ

The new biological tanning reflex! These self-tanning drops, combined with a face or body care cream, help to retain all the benefits of the skincare product while improving a tan.

**Launch date:** 11/03/2022

**Market:** Men, women – all type of skin, even the fragile ones

**Destination area:** Africa, North, Central and South America, Asia, Europe, France, Oceania

**Price:** € 18.95 excl. VAT

### The Jury's opinion

*"The members of the jury were won over by its practical use with "the right dose". It is light and does not leave the skin oily."*

### A word from the winner

*"We are very proud to win the Golden Award in the "Cosmetics & Hygiene Products" category thanks to our certified organic Self-Tanning Drops! Its innovative character, its 100% natural composition, its practicality of use and its eco-responsibility have been rewarded. A nice price for a product already more than acclaimed by our consumers, who love the radiance and the natural healthy glow it provides!"*

## Silver Award

### Freyja Baume Protecteur Onctueux

#### DOUCES ANGEVINES

A creamy face balm, Freyja nourishes the skin deeply, protects it from bad weather, calms red skin and lights up the complexion. Its plant-based formula with garden macerates gives a velvety touch to the skin.

**Launch date:** 09/11/2021

**Market:** Women, men and teenagers

**Destination area:** Europe, France

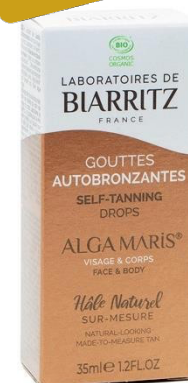
**Price:** € 30.42 excl. VAT

### The Jury's opinion

*"The texture and the smell won the unanimous approval of the jury. Added to this, the handmade and the eco-friendly glass packaging were particularly appreciated by the members of the jury."*

### A word from the winner

*"Through this prize, we are happy to highlight a know-how and a philosophy: 100% vegetable and active cosmetics, with macerates from the garden and wild pickings, handmade in our workshop - laboratory. Through our herbalist cosmetics, we reconcile naturalness, positive impact on living things and real effectiveness for the skin. The beautiful difference of our Freyja balm is its creamy texture without any additives or texture agents, its 100% organic plant and flower formula and its versatility on the skin: nourishing, soothing, illuminating at the same time. We are very happy that this living cosmetic has been rewarded with the Natexpo Awards."*





# HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES



## Golden Award

### Epur powder for dilution CHEMBO BEVIL

With the Epur powder for dilution, no futile transport of water, and less plastic thanks to the use of a rechargeable bottle to dilute the power in water.

**Launch date:** 29/04/2022

**Market:** Men and women committed in ecology

**Destination area:** Europe, France

**Price:** € 2.075 excl. VAT



### The Jury's opinion

"These powders to be diluted convinced the members of the jury by their practicality and the fact that they are a response to consumer expectations."

### A word from the winner

"We are very delighted with this NATEXPO Golden Award, which has increased the motivation of our team! At Chembo Bevil, we strive to develop and offer efficient cleaning products that respect the environment. This Golden Award rewards the investment of each of us and reinforces the idea that it is possible to preserve our planet without making any concessions..."

## Silver Award

### Solid washing-up detergent SOLIDE !

The latest version of solid washing-up detergent is more effective and lasts longer. Both economical and ecological, it eradicates 100% of packaging and transported water.

**Launch date:** 01/01/2022

**Market:** All families

**Destination area:** Europe, France

**Price:** € 5.42 excl. VAT



### The Jury's opinion

"This solid dish soap was really appreciated thanks to its elegance and its recipe of ingredients"

### A word from the winner

"Solide ! designs and manufactures zero waste, simple, effective and economical alternative products. Solid dish cleaner, washable kitchen accessories in fabrics, ecological detergent in ultra-concentrated powder or even dishwasher powder: all our products are made in France, eco-certified and made from natural and/or organic raw materials and allow us to massively reduce our waste, for a cleaner world every day."

# SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS



## Golden Award

### Spicoj

#### ULTERIA- BULK AND CO

Spicoj, the first solution enabling the loose distribution of powders, spices, herbs and berries. It distributes just the right amount, and contributes to reducing waste.

**Launch date:** 01/09/2021

**Market:** Men, women, children

**Destination area:** Africa, North and Central America, South America, Asia, Europe, France, Oceania

**Price:** € 138 excl. VAT

#### *The Jury's opinion*

*"The concept for distributing the right dose of powdered products is particularly innovative, which has enabled it to obtain the best score in its category."*



## Silver Award

### Sequoia Circulaire

#### SEQUOIA FACTORY

Sequoia buys back Sequoia Factory wooden standalone shelf units for €30 and reconditions them in a sheltered work organisation to give them a second life.

**Launch date:** 02/04/2022

**Market:** Advertisers, distribution suppliers, and distribution brands

**Destination area:** France

#### *The Jury's opinion*

*"This in-store display solution caught the attention of the jury, in particular thanks to the CSR and solidarity initiatives of this start-up."*

#### *A word from the winner*

*"Sequoia Factory offers distribution suppliers and retail brands eco-responsible POS and communication solutions, and in particular wooden displays. The wooden floor displays of the Pure range can, at the end of their use, be returned to Sequoia Factory and be subject to a refund of €30 per returned display. These displays will be refurbished as part of a circular approach and will return to the circuit for other customers and new projects. Sequoia Factory thus contributes to the circular economy and the reduction of waste"*



# INTERNATIONAL SPECIAL MENTION



## GIMBER N°2 BRUT GIMBER

GIMBER n°2 Brut is a concentrate of organic ginger, alcohol free, with yuzu and lemon thyme, with 50% less sugar than the original and iconic version of GIMBER.

**Launch date:** 01/09/2021

**Market:** Men, women, healthy lifestyle, low sugar consumers

**Destination area:** Europe, France

**Price:** € 24.6 excl. VAT

### *The Jury's opinion*

*"This year, Natexpo wanted to reward a foreign exhibitor who would have obtained the best score among the international products in competition, from all categories, excluding winners. This is the case for this non-alcoholic drink with a well-balanced taste!"*

### *A word from the winner*

*"Gimber n°2 Brut is an explosive concentrate of ginger with subtle notes of lemon thyme and organic yuzu, a rare Japanese citrus fruit whose taste is between lemon and mandarin. Very low in sugar, Gimber n°2 Brut is for all ginger enthusiasts as well as for people who limit their sugar consumption as much as possible."*







Photos of Natexpo 2021. Masks were not obligatory according to public health guidance at the time

An event by **NATEXBIO** Fédération des transformateurs et distributeurs bio [www.natexbio.com](http://www.natexbio.com)

Organised by **Spas** Organisation [www.spas-expo.com](http://www.spas-expo.com)

**More information about NATEXPO on [www.natexpo.com](http://www.natexpo.com)**



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**#Natexpo2022**

**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 25 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](http://sevellia.com).

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