

2024 NATEXPO AWARDS: AND THE FLAGSHIP PRODUCTS OF THE YEAR ARE...

Natexpo, the international organic product tradeshow, convened its judges on Wednesday 5 June to elect the winners of the Natexpo Awards. Ever since it was founded in 2005, this competition has shone a light on the most impactful products launched on the market over the previous year. For this year's edition, the Natexpo Awards called on a seasoned judging panel so as to provide the best reflection of market trends.

With the recovery of the sector, organic entrepreneurs are doubling down on innovations, offering a multitude of products that showcase the vitality and creativity of the organic market as the Lyon edition approaches. For more than four hours, the debates and discussions among the jury members were intense. The jury, composed of organic experts, journalists, and distributors, rigorously evaluated each product.

MEMBERS OF THE JURY

Charly Lassalle

Founder of chain Alentours Bio, and member of the bureau of Accord Bio

François Deschamps

Editor-in-Chief of magazine Plan B(io)

Gaëlle Frémont

Founder of Ingrebio

Laure Jeandemange

Editor-in-Chief of magazine Les Nouvelles Esthétiques

Philippe Delran

Publication Director at Bio Linéaires

This year, the categories were particularly close-run affairs, illustrating the high standards and emulation of the market in this period of organic revival. While certain winners had opted to return to the basics of organic with renewed confidence, others drew inspiration from global trends to offer innovative and disruptive products.

In a new development for 2024, as part of the partnership put in place between Natexpo and Accord Bio, the winners will be offered a one-on-one appointment with Accord Bio to receive customised support and advice. This is a unique opportunity to build strong ties with specialist retail, and gain the benefit of valuable tips for their commercial development.

Here is the full list of this year's winners.



2024 COMPETITION WINNERS



SAVOURY GROCERY PRODUCTS

KONJAC STYLE RICE - AROMANDISE

This gluten-free rice is low calorie, high in fibre content and easy to eat. Thanks to an innovative process, Aromandise uses 75% less preserve water compared with other market products, eradicates virtually all of the smell of konjac which disappears after rinsing, and brings a soft texture.

SWEET GROCERY PRODUCTS

COCOA AND HAZELNUT SPREAD - GROUPE EMILE

The cocoa and hazelnut “Bonne Patte” has 62% hazelnut content, 30% less sugar, and 50% more protein thanks to the use of oilseed cake flour. The stand-up pouch format enables the user to remix the product to a smooth texture.



CHILLED PRODUCTS

FISH & CHIPS STYLE ALASKA HAKE AIGUILLETES FOOD4GOOD - SOVINTEX

With the first organic batter made from spelt flour, the aiguillettes are made from “simple ingredients”: only eight, offering maximum naturalness. This is the first “Fish and Chips” product in the organic channel, contributing to the development of the snack and appetizer range in specialist organic stores.

BEVERAGES

REFIX COCONUT & PINEAPPLE - REFIX SEAWATER HYDRATION (SPAIN)

REFIX is the only 100% natural recovery drink made from pure seawater, designed to hydrate and replenish lost minerals. The drink helps fight fatigue and exhaustion, supports muscle and psychological functions, helps the nervous system to work, reinforces bones and teeth, promotes electrolytic balance and contributes to a healthy immune system.



DIETARY SUPPLEMENTS

TWO JOINT WINNERS



COOLAGÈNE - LES BIO FRÈRES

The product is an association of collagen, hyaluronic acid, elastin and glucosamine, and stands out through its innovative character, mainly due to the use of eggshell membrane as its main ingredient. Collagen plays a key role in skin elasticity and regeneration, and those of conjunctive tissue. The product is an example of upcycling to make use of eggshells which would often go to waste.

LOVALINE - LT LABO

The first organic stimulant that acts to boost sexual desire and reproductivity. The synergy of its active ingredients increases sex drive and improves fertility.

A single formula, suited to both men and women. Maca enhances sexual performance and energy, offers benefits to fertility and to male and female sexual functions.



COSMETICS AND PERSONAL HYGIENE

RELAXING SHOWER CREAM - ORGANIC FRENCH CHESTNUT & CARAMEL COMPTOIR DES LYS

The promise of a relaxing and calming sensorial journey through the aromas of caramel and chestnut, the latter acknowledged for its antioxidant and hydrating properties. The product is suitable for all members of the family from 2 years of age upwards, and its mild plant-based cleansing formula is 98% of natural origin.



ECO-FRIENDLY HOME

ALL-IN-ONE DISHWASHER GEL - COMPTOIR DES LYS

Thanks to its all-in-one formula, the dishwasher gel delivers a thorough wash, a bright shine and an anti-limescale action, all in a single product. This gel replaces tablets, salt and rinse aid. The cleansing agent is French, made from upcycled wheat, and the product comes in a recycled and recyclable drip-proof bottle. It can also be sold from a dispenser.



SERVICES ET EQUIPMENT FOR RETAIL AND BRANDS

FARMHOUSE YOGHURT DISPENSER - BIO&LO

This organic farm-made yoghurt and its dispenser offer access to a high quality product with 90% less packaging, while also contributing to the image of the dairy farming profession by simplifying the everyday jobs of hospitality professionals.

SEEDS

PEANUT SHORTBREADS
HIBU BISCUITERIE

100% pleasure, support for the local economy (French flours and oils) and an ecological approach with a vegan and organic commitment. An innovative recipe where peanuts are the main ingredient, allowing the consumer to (re)discover the real flavours of this particular nut.



INTERNATIONAL SPECIAL COMMENDATION TWO JOINT WINNERS

OMEGA 3 BREAD
TERRASANA (NETHERLANDS)

This long-life bread, with an inviting and light texture, is rich in fibres and a source of protein.

Made from wholewheat oats and sunflower, pumpkin and flax seeds, one slice of this tasty and nourishing bread is enough to provide you with 69% of the recommended daily intake of omega-3 (ALA).

WHITE BEAN AND TOMATO SUPER
MOUSSE - BIO-VERDE (GERMANY)

Locally sourced ingredients offered in two layers: a super fresh and super-natural taste for a super mousse with a super range of uses. This product stands apart from other, more conventional types of spreads, with a range made up of five recipes.



In September later this year, all these products will be on display in the Natexpo Awards area. Once again, Natexpo promises to be the showcase for the best organic innovations of the year.

ABOUT ...

SPAS ORGANISATION is the largest French organiser of tradeshow and consumer events dedicated to organic products, nature, wellness and art de vivre. SPAS ORGANISATION organises 22 events and trend forums. - www.spas-expo.com

NATEXBIO is a federation that mobilises the action of its members - national trade associations representing specialist organic processors and retailers - as part of their relations with a multitude of public and para-public organisations and those of associated partners Cosmebio and Forebio. Acting to promote the effectiveness of its members and the consistency of their initiatives, Natexbio thus contributes to a collective drive, playing its part in the development and structuring of the organic market.
www.natexbio.com