

# ECOTROPHELIA

## *The Student Food Innovation Awards*

*European higher education students*

*We are concocting the food of tomorrow... and the day after tomorrow*

## ECOTROPHELIA Europe 2021

### Dishes sprinkled with pleasures, light for the figure and the wallet

"We have clearly reached a milestone in terms of healthy, easy-to-eat pleasures," emphasizes Dominique Ladevèze, initiator of ECOTROPHELIA. As illustrated by the products presented at the various national competitions that have followed one another over the last few months, two crucial issues are now becoming apparent in terms of food innovation. First of all, nomadism or the ability offered to the consumer by the food industry to enjoy a balanced meal, without effort and wherever they are. Then, the light side. Light for the figure, of course, with a particular effort by the young inventors of ECOTROPHELIA to reduce fat and sugar intake, but also light for the wallet. In all the European countries participating in the adventure, the taste for this winning duo is confirmed: less bad carbohydrates or lipids, for a cost that remains affordable.

#### Healthy and inclusive food

For years, food innovation may have forgotten to think about everyone - including those who have to be careful with their spending - but this is no longer the case. What recipes are behind this little revolution? Pieces of non-noble meat - offal for example - cleverly incorporated into products full of flavour; fish offcuts integrated into inexpensive dishes; forgotten and cheap ingredients that resurface while adding taste... across the European continent, students participating in the ECOTROPHELIA competitions competed with each other in their inventiveness to design an affordable, inclusive and healthy dish. A successful challenge!

This melting pot of inventiveness, specific to each country, can now be discovered on October 24, in one place - in fact, online, since the event is 100% digital this year. ECOTROPHELIA Europe is a bit like Eurovision... or the Champion's League. After winning their respective national competitions - a sort of warm-up and springboard - the 13 national champions must now compete at the continental level. Created in 2008, ECOTROPHELIA Europe is the leading competition in terms of scope and resonance. It is the lab of labs, with young engineers who do not hesitate to start from scratch to reinvent food, while preserving flavours and injecting a dose of sustainable development. A burst of energy and talent that is a pleasure to see and to share... and that sometimes gives birth to beautiful nuggets in the wake of the competition.

#### 13 nations in the competition

In 2021, 13 nations are involved in the competition: Belgium, Croatia, Denmark, France, Germany, Greece, Iceland, Netherlands, Portugal, Serbia, Slovenia, Spain and the United Kingdom. On the French side, Butternut will have the honour of representing France. These students from ENSAIA (Ecole Nationale Supérieure d'Agronomie et des Industries Alimentaires de l'Université de Lorraine) and ENSAD (Ecole Nationale Supérieure d'Art et de Design de Nancy), as well as from the FMA in Colmar (Faculté de Marketing et d'Agrosciences, Université de Haute Alsace), have concocted a butternut-based preparation that is a good substitute for butter, both for preparing a cake and for spreading on a slice of bread!

How will this new edition of the competition be held? Due to the uncertain health context, the competition will be held entirely online on October 24. Entirely? Not quite, since the 13 teams will have first sent the members of the jury - composed of food innovation specialists, representatives of the European Commission, and industry representatives - a few examples of packaging. In fact, each participant will have the opportunity to present his or her product to the jury, in English, before a question and answer session. As



for the prizes, they are the same as in 2020, namely €4,000 for the ECOTROPHELIA Europe Gold Award, €3,000 for the Silver Award, followed by €2,000 for the Bronze Award. Not forgetting the special "Communication Strategy" prize awarded by the EEIG ECOTROPHELIA EUROPE, worth €500.

As D-day approaches, the entire ECOTROPHELIA ecosystem is already in the starting blocks. From the students to the organizers, not to mention the partners, first and foremost Nestlé, Campden BRI, and the French Ministry of Agriculture and Food. And in the kitchen, in the hope of winning one of the competition's prizes, people are already concocting dishes sprinkled with pleasures, light on the figure and light on the wallet... this is where the food of tomorrow is invented. Not only through new products, but also through the state of mind that guides these inventors and the powerful ideas that will emerge from their enthusiasm!

See you on October 24 online on [YouTube](#) to follow the competition live!

**ORGANISING COMMITTEE - EEIG ECOTROPHELIA EUROPE**

[eu.ecotrophelia.org](http://eu.ecotrophelia.org)

e-mail : [contact@ecotrophelia.eu](mailto:contact@ecotrophelia.eu)

**Press contact:** Charles Comman - [charles.comman@ecotrophelia.org](mailto:charles.comman@ecotrophelia.org)

