

# ECOTROPHELIA

## *The Student Food Innovation Awards*

### ECOTROPHELIA Europe 2021 - Paris 24 October 2021

On [www.youtube.com/watch?v=IUVmFOiRA0E](https://www.youtube.com/watch?v=IUVmFOiRA0E)

## Future agrifood nuggets clearly focus on ethics and health

This Sunday, October 24, the 2021 edition of ECOTROPHELIA Europe came to an end with a rich list of food innovations. The 13 participating countries—Belgium, Croatia, Denmark, France, Germany, Greece, Iceland, the Netherlands, Portugal, Serbia, Slovenia, Spain and the United Kingdom—had previously selected their gold medals between spring and summer, with the task of representing their country at the continental level. The jury saw innovations and inspirations from all over Europe.

"Another special feature of the competition," explains Dominique Ladevèze, initiator of ECOTROPHELIA, "is that we offer the future generation of decision-makers in the food industry the opportunity to express and demonstrate the extent of their talent, as well as their spirit of initiative and their creative instinct. Among the essential criteria that guide the jury in its choices, there is of course the originality of the product, but also the ability of the project leaders to guess which trends are on the top of the list and which ones are to be in our plates, tomorrow. Hence the label of food innovation lab that observers increasingly associate with ECOTROPHELIA.

Throughout the day, the teams followed each other by video - as a health precaution - with a presentation of their project, in English, followed by an exchange with the jury, under all aspects: economic, entrepreneurial, taste, formulation, dietetics, packaging, marketing, etc. Everything was taken into account to decide between the 13 teams and choose the lucky winners. "But having followed the day behind the scenes, I can assure you that the jury had all the difficulty to make its choice, as the level was so high this year".

The list of winners, to be discovered below, demonstrates a paradigm shift. Real consideration of animal welfare; real fight against food waste by using by-products or food waste - such as potato peels; huge effort on calories, on nutritional intake, and particularly on bad carbohydrates... in short, this list augurs a food future where the **notions of ethics and health** will take more and more place.

*"We need to reduce food waste to feed more people on the planet, but also to improve the dietary quality of products. In addition, since the pandemic, we have a better understanding of the importance of food, as such, but also its social role. And precisely, it is extraordinary to see this young generation of ECOTROPHELIA, taking up all these challenges, finding solutions,"* points out **Christophe Hartmann**, Academic Alliances and Expertise Development for Nestlé Research Center, **Chairman of the Jury**.

"It is undoubtedly this hunger for solutions that excites the observers and all the partners of ECOTROPHELIA EUROPE", agrees Dominique Ladevèze.

**These include Nestlé, Campden BRI UK, and the French Ministry of Agriculture and Food, which are** renewing their support.

Next ECOTROPHELIA 2022 event will take place at SIAL Paris, and selections for the 2022 national competitions in the first half of 2022!

## ECOTROPHELIA Europe Gold - (prize: 4 000 €)

### Tempty - Denmark



*Denmark Technical University  
National Food Institute DTU Food*

Tempty is a mycelium-based meat substitute. It is a highly nutritious, pre-seasoned product with only a few ingredients and a pleasant taste and texture. It has a slight umami flavour with a hint of ginger. It is simple to cook and when pan-fried, it forms a thin crust and has a chewy texture. The key ingredient, mycelium, is produced by fermentation and requires fewer natural resources (water and land) to produce than soybeans. It emits less greenhouse gases and is produced more quickly. In terms of nutrition, this product is rich in proteins, fibres, vitamins and minerals, and is low in fats and sugars. It has a rectangular shape that can easily be reshaped and used in various meals such as tortillas, rice bowls, wok, salads, etc.

For more information on video: <https://twitter.com/ecotrophelia/status/1452271469015224332?s=21>

**ECOTROPHELIA Europe Silver** : The Jury decided to promote two products ex-aequo for an endowment to each team of 2 500 €.

### NUTRI-salad bars - Greece



*School of Chemical Engineering  
National Technical University of Athens  
SEVT, Federation of Hellenic Food Industries*

“NUTRI-salad bars” is an innovative, eco-friendly, shelf-stable savory bar. It is launched in three flavors, Greek Salad, Green Salad, and Legumes Salad. “NUTRI-salad bars” belong to the category of food and beverage, subcategory ready-to-eat savory snack. It is a healthy snack enclosing the aromas of Greece and the Mediterranean, suitable for those seeking a healthy snack to enjoy everywhere. The novel

cereal savory bars with Mediterranean salads’ flavors that embody by-products such as acid whey from the Greek yogurt industry, by-products of legumes and cereals, and mushroom by-products, have high nutritional value, besides their eco-friendly characteristics. “NUTRI-salad bars” contain high amounts of vegetables and legumes from the Greek and Mediterranean area; thus, they can be characterized as an excellent and healthy snack choice for the consumers which offers them high amounts of fibers and vitamins. “NUTRI-salad bars” are available in practical airtight packaging and they are going to be sold in any kind of food store.

For more information on video: <https://twitter.com/ecotrophelia/status/1452299805548589059?s=21>

### Butternot - France



ENSAIA-UL, National School of Agronomy and Food Industries of the University of Lorraine  
ENSAD, National School of Art and Design  
FMA-UHA, Faculty of Marketing and Agrosiences of the University of Haute Alsace  
ANIA, National Association of Food Industries

No need to feel guilty about eating your cake thanks to Butternot, the fat-free alternative to butter and margarine. The cakes and pastries are up to 42% lower in calories and still delicious. With its subtle buttery taste and melting texture, Butternot is perfect for spreading on

a nice slice of fresh bread or incorporating into cake batter, cookies, pancakes, etc. Butternot is an entirely vegetable product with 80% French vegetables, rich in fibre and with a Nutri-score A. Butternot is allergen-free, suitable for vegan diets and environmentally friendly with an Eco-score A. Butternot can be found in the butter section, at a price of €1.99 for a 125g tub. Butternot can be stored in the refrigerator for 7 days after opening.

For more information on video: <https://twitter.com/ecotrophelia/status/145227922219812875?s=21>

**Please note:** the Bronze ECOTROPHELIA Europe Award was not awarded in favour of the two Silver ECOTROPHELIA Europe Awards.

## ECOTROPHELIA Europe Special Marketing Award - (prize money: 500 €)



### Libero - United Kingdom

University of Nottingham  
Campden BRI & IFST, Institute of Food Science & Technology

Libero is a non-alcoholic coffee "liqueur" (0% ABV), with a rich chocolate base and fruity notes from Brazilian Arabica coffee. The demand for alcohol-free or low-alcohol beverages continues to grow and Libero adds another level to that demand by offering not only delicious flavor but also the stimulation of alcohol. Libero is plant-based and contains no allergens. The coffee is complemented by the sweet trigeminal heat of cayenne and cinnamon extracts, which mimic the feel of an alcoholic liquor in the mouth, while carefully selected botanicals evoke a sophisticated ambiance. Libero contains high quality ingredients with an emphasis on products from sustainable and ethical sources. The packaging incorporates spent coffee grounds, transforming the waste into ink for the labelling and the lid for the bottle. A flavour extract made from spent coffee grounds is also incorporated into the product. Libero is presented in premium 70cl glass bottles. The shelf-life is 12 weeks and is maintained by a preservative and low pH.

For more information on video: <https://twitter.com/ecotrophelia/status/1452276908440309768?s=21>

#### ORGANISING COMMITTEE - EEIG ECOTROPHELIA EUROPE

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