Creativity, sharing & passion

ECOTROPHELIA 2020 writes the future of food innovation

"2020 is a complex year for everyone and our competition was no exception. But what an energy, what an enthusiasm, and what an inventiveness from all students, their teachers and their universities", Dominique Ladevèze, initiator of ECOTROPHELIA, highlights. Chaired this year by Christoph Hartmann, Academic Alliances and Expertise Development Lead - Nestlé Research Center, the jury particularly appreciated the commitment and efforts of the 13 competing teams.

From 10:00 AM to 5:30 PM on Sunday, October 18, the 13 teams followed one another online - on ECOTROPHELIA's YouTube channel - to present their innovation to the jury, and then to answer their questions live and publicly, since the access to the channel was open to everyone. With a peak of more than 600 people connected, the event was a real success throughout the day, from the beginning to the announcement of the big winners of this 2020 edition (at 6 PM).

Watch the replay of the competition: https://youtu.be/MGgFi_pLAYQ

The jury was indeed very much impressed by this hunger for innovation, which could have been slowed down by the pandemic. Well, not at all! “We are also noticing the inexorable rise of ‘healthy’, ‘free’, vegetarian and vegan trends, which lead us to lighter and healthier products - provided that taste and pleasure are met”. Trends that are truly in line with the winners.

ECOTROPHELIA Golden Europe (Prize: €4,000):
OrangeBeeee - Portugal
Universidade de Aveiro - Associação Integralar - Intervenção de Excelência no sector agro-alimentar / PortugalFoods

The big winner of this edition is the Portuguese team… two young women brimming with energy! For the 2020 competition, they have concocted OrangeBeeee, a fermented preparation of aquafaba & yacon with a layer of orange peel jam, sprinkled with bee pollen. A particularly original dish, with a great touch of naturalness, which particularly enthused the jury. To find out more about this team and OrangeBeeee, click here: https://twitter.com/Ecotrophelia/status/1317863022501789696
ECOTROPHELIA Silver Europe (Prize: 3 000 €): O-live - Greece
University of the Aegean - SEVT, Federation of Hellenic Food Industries
Greece is another big winner of ECOTROPHELIA Europe 2020, with a light, local, natural and incredibly original product. Both bread and pastry, O-live are ecological breadsticks made from olive flour and 5 different fillings of 100% Greek fruits and vegetables. Ideal to open the appetite! Wiling to learn more about this team and about O-live? Please, click here: https://twitter.com/Ecotrophelia/status/1317858160674283521

ECOTROPHELIA Bronze Europe (Prize : 2 000 €): Frosti - Iceland
University of Iceland - SI, Federation of Icelandic Industries
This year's Bronze Award goes to another team of two students, who also shared their passion with the jury members. Inspiring and enticing, their innovation seduced not only by its naturalness, but also by its compelling narrative. A lactose-free organic Icelandic dairy product and skyr flakes, Frosti is a Viking food with a nice touch of innovation! To find out more about this team and about Frosti, please, click here: https://twitter.com/Ecotrophelia/status/1317844147424890880

Special Prize "Communication Strategy" (Award of 500 €): HEIJUS - Slovenia
Biotechnical faculty, University of Ljubljana - CCIS - CAFE, Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises
The "Communication Strategy" prize goes to the Slovenian team, with HEIJUS, a 100% unfiltered apple juice, infused with herbs (such as lemongrass, matcha, peppermint...). An innovative product, which once again emphasizes naturalness and simplicity, with as few ingredients as possible. To learn more about this team and about HEIJUS, please click here: https://twitter.com/Ecotrophelia/status/1318120466947706880

What are the next big events of ECOTROPHELIA? Next Food Generation, and of course, the national competitions and the European competition in 2021!

Creativity, sharing & passion
The future of food innovation continues to be written!
ECOTROPHELIA is a whole ecosystem, we are inventing the world of tomorrow, a world that needs all the more our creativity and sharing.

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