



## 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](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):

#### OrangeBeeeee - 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 OrangeBeeeee, 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 OrangeBeeeee, click here:

<https://twitter.com/ECOTROPHELIA/status/1317863022501789696>



# ECOTROPHELIA

EUROPE

**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! Willing 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.

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

**[contact@ecotrophelia.eu](mailto:contact@ecotrophelia.eu)**

**EEIG ECOTROPHELIA EUROPE - Françoise Gorga, Delegated Administrator**

**Ana Amado, Project Manager - [ana.amado@ecotrophelia.org](mailto:ana.amado@ecotrophelia.org) - Phone : +33 (0)662 584 674**

