

# Press Release

Cologne | September 22nd, 2025



## Ecotrophelia Europe 2025 at ANUGA: A Global Stage for Food Innovation!



*The European competition Ecotrophelia, dedicated to eco-innovation in food, will hold this new edition on October 7-8th, 2025, during ANUGA Cologne, the world's largest trade fair for food and beverages.*

### Expanding Horizons: From Europe to the World!

For over two decades, Ecotrophelia has been a springboard for **young food innovators**, bringing together students from across Europe to design sustainable, market-ready food products.

This year marks a historic moment: for the first time, **South Korea joins the competition**, reflecting Ecotrophelia's growing international recognition and influence beyond European borders. Alongside returning countries, **Austria and Switzerland** are also back in the contest, further strengthening the diversity of approaches and talents showcased.




In total, **18 national winning teams will compete in Cologne**, highlighting key trends shaping the food systems of tomorrow: **sustainability, health, inclusivity, and circular economy**.

### Prestige, Recognition & Awards



Over two days, finalist teams will pitch their products to a jury of leading industry experts, researchers, and policymakers.

Products are judged on innovation, technical feasibility, sensory quality, market potential, and environmental impact.

#### Prizes include:

-  Ecotrophelia Europe Gold - €4,000
-  Ecotrophelia Europe Silver - €3,000
-  Ecotrophelia Europe Bronze - €2,000

#### Plus two special awards:

-  Communication Strategy Award - €500
-  Entrepreneurship Spirit Award - €500

“**For us at Anuga,  
the cooperation with Ecotrophelia Europe is far more than a symbolic step – it is a true  
driver of innovation for the entire industry.**



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By integrating the European finals into Anuga, we create a vibrant platform where sustainable product ideas, young entrepreneurial spirit, and industry exchange come together.

For more than 25 years, Ecotrophelia Europe has been regarded as the “Champions League” of food innovation: student teams from across Europe develop creative, market-ready concepts – and benefit from direct access to industry, investors, and supporters. **Hosting the finals at Anuga makes these ideas visible and connects them with new audiences. [...]**”

**Jan-Philipp Hartmann, Director of Anuga**

“We are delighted to be back in Cologne this year, and to continue our collaboration: it is only through these partnerships that we can showcase the talent and the ideas to the sector and to strengthen the innovation landscape in Europe. This year, the Anuga team found some truly creative ways to ensure we could be hosted, and we are very grateful for their entrepreneurial mindset.”

**Maarten Van der Kamp, President of Ecotrophelia Europe**



## Press Contact

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## An International Ecosystem of Partners!

Ecotrophelia Europe is organized by the EEIG Ecotrophelia Europe, bringing together key federations and institutions: EIT Food, FoodDrinkEurope, ANIA (France), CCIS-CAFÉ (Slovenia), SEVT (Greece), LVA (Austria), FIAB (Spain), FEVIA (Belgium), Iceland (SI).

The competition is made possible thanks to the continued support of sponsors: Campden BRI, Anuga, and EIT Food.



# 18

## COMPETING COUNTRIES



**FRANCE**  
**Encore MBLUX**  
Chicken tender of choice MBLUX is a daily and anti-inflammatory snack alternative.



**PORTUGAL**  
**Snack-a-Tummy**  
Red rice-based snack alternative with fermented milk, fortified probiotics and prebiotic concentrates.



**GERMANY**  
**Flexi-Nuggets**  
Seedling, simple, sustainable - Flexi-Nuggets with chicken and onions, full of proteins.



**SERBIA**  
**Grandma Flower's Flour**  
Our product is a gluten-free sorghum-based mix.



**SPAIN**  
**NOUA**  
Crisp-based snacks, allergen-free, low in salt, healthy, versatile, and sustainable.



**AUSTRIA**  
**SideKick Pumpkin Protein Cubes**  
Pumpkin Protein Cubes - crunchy, smoky and cruelty-free. Small Cubes - big impact.



**GREECE**  
**Crunchy Grain**  
The crunchy grain experience, naturally nutritious, exceptionally delicious.



**ROMANIA**  
**FoodCell**  
An innovative delicious high-protein snack with crunchy crackers and creamy dip sauce.



**SWITZERLAND**  
**BUZZ**  
High in protein, high in fibre crackers offering an easy & delicious way to munch.



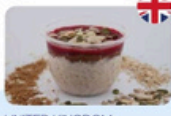
**BELGIUM**  
**Cornella**  
A crunchy cone for the lactose-intolerant to finally enjoy any ice cream they want.



**HUNGARY**  
**Smooty**  
Bar made from smoothies in seconds - just drip a nut, add liquid and enjoy!



**SLOVENIA**  
**Astronavski zajtrik & Planinska mafica**  
Quick-to-eat nutritious, lightweight ready-to-dip meal with homemade taste for active outdoors.



**UNITED KINGDOM**  
**Oat n About**  
Oat n About is a high protein, high fibre and low sugar oatmeal fruit and nut granola. Baked. Tasty.



**CROATIA**  
**Rootos**  
A healthy snack made from dehydrated root and tuber vegetables with a separate spread.



**ITALY**  
**Trebbini**  
Biscuits made from brown's sport gran, buckwheat and honey. Filled with apple cream.



**SOUTH KOREA**  
**To-Flex**  
Winning ingredients, processing. Maximum function. That's To-Flex - Starts anytime, anywhere.



**DENMARK**  
**Cereality**  
High in fibre, clean label breakfast cereal for 4-12 year old children.



**NETHERLANDS**  
**olgaeBar**  
A crunchy rice-based chocolate bar containing chlorella.

## 2025 JURY MEMBERS

### PRESIDENT OF THE JURY

**Mr Bertrand Emond**  
Ambassador  
Campden BRI UK

### OFFICIAL REPRESENTATIVES

**Mrs Mariana Fazenda**  
Entrepreneurship Educator  
IFT Food

**Mr Daniele Rossi**  
Delegate Research & Innovation  
Copa - Cogecis & Conagricultura

**Mrs Audrey Ashworth**  
Director of SIAL Paris  
Correspondent

### 18 COUNTRY REPRESENTATIVES

**AUSTRIA**  
**Mr Julian Drausinger**  
Deputy Managing Director  
Food Research Institute Lebensmittelversuchsanstalt

**BELGIUM**  
**Mr Webe Saereens**  
Product Developer  
Fine Food Master at Orléans Group Food

**CROATIA**  
**Prof Draženka Komes**  
Full Professor  
University of Zagreb Faculty of Food Technology and Biotechnology

**DENMARK**  
**Ms Ana Pejic**  
Co-Founder, CEO  
Temply Foods ApS

**FRANCE**  
**Mr Abdel Arrachid**  
Product & Process Development Lead  
Cargill

**GERMANY**  
**Mr Georg Lenz**  
Product Development  
Whitaker Brandenburg GmbH & Co. oHG

**GREECE**  
**Mrs Vasiliki Papadimitriou**  
Director General  
Federation of Hellenic Food Industries

**HUNGARY**  
**Dr Adrienn Hegyi**  
Deputy General Manager  
Campden BRI Magyarország Nonprofit Kft.

**ITALY**  
**Mr Guglielmo Gennaro Auricchio**  
President of Young Entrepreneurs  
Federalimentare

**NETHERLANDS**  
**Dr Kees de Gooijer**  
Former CEO  
TKA Agrifood

**PORTUGAL**  
**Prof Tim Hogg**  
Professor of Food Science and Technology  
ISPA-UPC

**ROMANIA**  
**Mr Cătălin Bibile**  
Full Professor  
Expertise Sensory Research

**SERBIA**  
**Dr Simona Bukonja**  
Research Associate  
Institute of Field and Vegetable Crops, Novi Sad

**SLOVENIA**  
**Dr Petra Medved Djuratinovic**  
Associate Director  
Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises (CIS - CAFE)

**SOUTH KOREA**  
**Prof Yoonheon Park**  
Vice President  
Society for Food Sustainability

**SPAIN**  
**Mr Sergio Barrio Guillermo**  
Director of Science and Technology, Packaging and Packaging Processes  
Mahou San Miguel

**SWITZERLAND**  
**Mrs Nihan Dogan**  
Innovation Partnership Manager  
Nestlé

**UNITED KINGDOM**  
**Ms Susan Arkley**  
Chair of Food Innovation Special Interest Group  
Institute of Food Science and Technology