

# THE 2024 EDITION START-UP CONTEST: PITCH COMPETITION



## CONGRATULATIONS TO THE 2024 WINNERS!

On the second day of the expo, at 10:30 AM, the highly anticipated Pitch Competition began. This event showcased 13 exhibitors from the Start-Up Village thanks to our collaboration with the City of Montreal. Start-up companies competed in our unique format, with each having 3 minutes to convince the jury in two categories: Food & Beverage Products and Technology & Services. This competition is particularly important for SIAL Canada and its partners, all of whom are committed to supporting the new generation and the development of start-up companies.

### A word from the Jury President:

Pitching your big idea or concept is never without stress and trepidation. After all, you're putting your hard work, progress, and passion on the line and on full display. This year's pitches from start-ups did not disappoint, revealing plenty of creativity and a palpable desire to inch forward in delivering innovative, convenient, and responsible products and solutions. Bravo to all the participants and winners. And kudos to SIAL Canada for spotlighting start-ups' critical contributions to the vibrancy of our agri-food system.

Jordan Lebel Ph.D., ASC, C.Dir.  
Professeur (Marketing Alimentaire) & Co-Directeur,  
Centre d'Études Sensorielles

### Thanks to our 13 participating Start-Ups

Fin Soda, Maison Théier, Akwaba Flavors, Mox Mocktail, Eau Altitude, Dunord, Epic Tofu, Floêm, Figarve by Ay Proof inc, Apothicari, Bello Water, Cambium Distribution, UpTaste.

### SOURCE : SIAL CANADA

Press relations Marelle Communications  
cisambert@marellecommunications.com



### Congratulations to Epic Tofu : 1st prize Food and Beverage Category - [epictofu.com](http://epictofu.com)

Epic Tofu stood out for its impact on the tofu category by introducing a much-needed convenience to ready-to-cook products. Additionally, the judges were impressed by the cohesion between the various elements of the branding strategy and the potential to attract new consumers to the category.

"At Epic Tofu, we recognized the need for everyday plant-based swaps that hit the mark on taste, texture, and healthy-eating. This industry recognition confirms the vast potential for our innovative take on tofu - the winningest tofu belongs in the freezer."



### Congratulations to Dunord : 2nd prize Food and Beverage Category - [Dunord.club](http://Dunord.club)

Dunord captivated the judges with its products made from dehydrated ingredients found in boreal forests, as well as its efforts to reduce waste. The potential to attract different consumers, both in a home dining and out-of-home context, was much appreciated by the judges.

"It's an honour to see our plant-based meal kits be recognized on such a stage, and definitely encourages us to continue in our mission to reduce food waste with dehydration."



### Congratulations to Maison Théier : 3rd prize Food and Beverage Category - [maisontheier.ca](http://maisontheier.ca)

Maison Théier impressed the judges by focusing on the gourmetization of a non-alcoholic effervescent beverage made from tea. They appreciated the research and development efforts Maison Théier put into this innovative product, as well as its brilliant evolution of brand strategy and marketing.

"Maison Théier extends its gratitude to SIAL and its team for recognizing the innovation behind our non-alcoholic alternative to champagne: the tea crémant. Congratulations to all the winners and participants!"



### Congratulations to UpTaste : 1st prize Technology or Service Category - [uptaste.ca](http://uptaste.ca)

UpTaste provides an efficient solution to the challenges encountered by retailers and manufacturers. This solution leverages its unique technological advancements and enables the collection of data on consumer behavior, making in-store tastings more accessible. The judges did not discount UpTaste's growth potential.

"We would like to thank our team that continues to take risk and learn with us, the judges for seeing our vision and the potential that automated in-store sampling has, and SIAL for hosting such an incredible event!"

### Pitch Competition Partners:



### Institutional Partners:

