

# PULSE-BASED PRODUCTS



India



France



Lithuania

Pulse-based snacking options continue to increase.

With the rising demand for better-for-you ingredients, many brands integrated pulses in their salty snacks.

Here some new brands (seen during the SIAL 2022) putting the emphasize on pulses. If the French brand PAPA CHICHE offers a range of chickpea-based puffed snacks, the Indian brand CORNITOS offers gluten-free chickpea and bean-based puffed snacks with unconventional flavours and shapes. And the lithuanian brand OHO! offers a range of pea-based puffed snacks.

## Happy cookies Greendoz

The French start-up Greendoz continues to innovate. The brand launched organic plant (and pulse) based cookies Made In France. With its healthy composition, the brand disrupts the other french cookie brands.

!France



# SEAFOOD ALTERNATIVES

After the rising development of meat and dairy substitutes, more and more companies now enter the seafood alternatives market. These alternatives come in a variety of products.

The American brand Good Catch as well as the French brand Kokiriki offer ranges of plant-based tuna (with plants).

Bettafish, the German pioneer company in the plant-based tuna alternatives market, launched TU-NAH in 2021. It looks and tastes like tuna but the products use ingredients from the sea.

The brand has gradually broadened its range and offers now sandwiches, pizza and spreads. This alt-seafood brand has announced this December that its plant-based TU-NAH will be launched in more than 150 “L’Osteria” restaurants in several countries (in Germany, Austria, Switzerland among other countries) and will be used on pizza and pasta.



The French Onami Foods brand disrupts the French seafood market offering 100% vegan seafood products made with only algae and plants and containing no palm oil, no GMO and no soy.

With a clean-label composition, an eco-friendly packaging (PEFC certified carton tray) and a funny positioning (with its play-on-words on these packaging such as XOXO filets made with algae, rice and chickpea protein).

The Spanish manufacturer Noel also unveiled, during the SIAL 2022, a new vegan seafood brand called « Verday ». The brand offers a wide range of plant-based seafood products (you can see here the « vegan salmon burger »). Sold in Spain, the brand could also be sold in France soon.



# Do-It Yourself food & drink kits



## Powdered preparation for sparkling drinks BUBBLE iT!

With its on-the-go format, this powdered preparation for sparkling water is unconventional and convenient. You just have to put the effervescent powder in a bottle of water, wait 2 minutes and your sparkling water will be ready.

An interesting and innovative product that enables to eliminate the use of plastic bottles and sparkling water machines (like Sodastream) .

The brand won the « Start-Up award » during the SIAL 2022.

France



## Kit maté Taragui première expérience

This kit for yerba maté contains one cup with yerba maté, a straw and a 250g yerba maté bag. This initiation kit for yerba maté will clearly help you to prepare this popular beverage in Argentina.

Argentina



## DIY food kits « Les Cuisineurs »

The French start-up Radis&Capucine based in Anjou has broadened its product portfolio. Indeed, after gardening, the company has extended its DIY concept kit into the food category.

The brand offers several food kits to prepare your favourite French recipes at home with kits to prepare your own creme chantilly, your own brioche and even your cheese.

Prepare easily your favourite recipes at home with these DIY food kits !

France