



My favourite food & drink products at Snack Show 2026

DISCOVER THEM !



Better than sugar : a new healthy alternative to sugar

Launched on the French crowdfunding platform Ulule last November, ELSY's "Better Than Sugar" chicory chocolate syrup has won the public's vote at the 2026 Snacking d'Or.

Blending 95% chicory with 5% cocoa, the product is naturally rich in prebiotic fiber, low in sugar and it features a low glycemic index. It's perfect for adding a sweet touch to pancakes, ice cream, yogurt or desserts.

> What I like : the smart and clean-label alternative that reimagines traditional sugar.



Yumgo : a breakthrough innovation in plant- based egg alternatives

The French company Yumgo, a pioneer in plant-based egg alternatives, won the Snacking d'Or 2026 in the plant-based category for its powdered vegan omelette mix. Ideal for preparing omelettes and scrambled eggs, the product is available for foodservice professionals and consumers.

> What I like : convenience, ease of use and the clean-label recipe (made of mung bean protein and rice flour).



Full'iz reinvents breakfast in a bottle

The Belgian brand Full'iz has launched a complete, balanced and clean-label ready-to-drink breakfast in a bottle. Made with natural ingredients (fruit, oats, and chia seeds), a bottle of Full'iz provides 20% of the recommended daily intake.

Free from additives and added sugar, the range comes in three flavors: raspberry, pear-kiwi and mango-passion fruit.

> What I like : the “breakfast drink” convenient concept offering a ready-to-drink solution (with time-saving benefits) and its on-the-go format (easy to take anywhere).



Mixpow redefines on-the-go snacking

The French new brand Mixpow innovates in the healthy snacking market by offering mixes of dried fruits and nuts in a recyclable and resealable can.

An innovative, on-the-go and recyclable format that reinvents snacking usage and creates a strong point of differentiation on the shelf. The range includes six products.

> What I like : the disruptive format which simplifies everyday use and helps reduce waste (through container reuse).



Nuage : the sugar-free cotton candy revolution

The French startup ReSnack reinvents cotton candy with Nuage, a sugar-free cotton candy brand packaged in ready-to-eat bags and with a Nutri-Score A rating.

The range includes more than twenty innovative flavors (including yuzu, chestnut cream, tiramisu and cinnamon roll). The products are sold in supermarkets and on the brand's website.

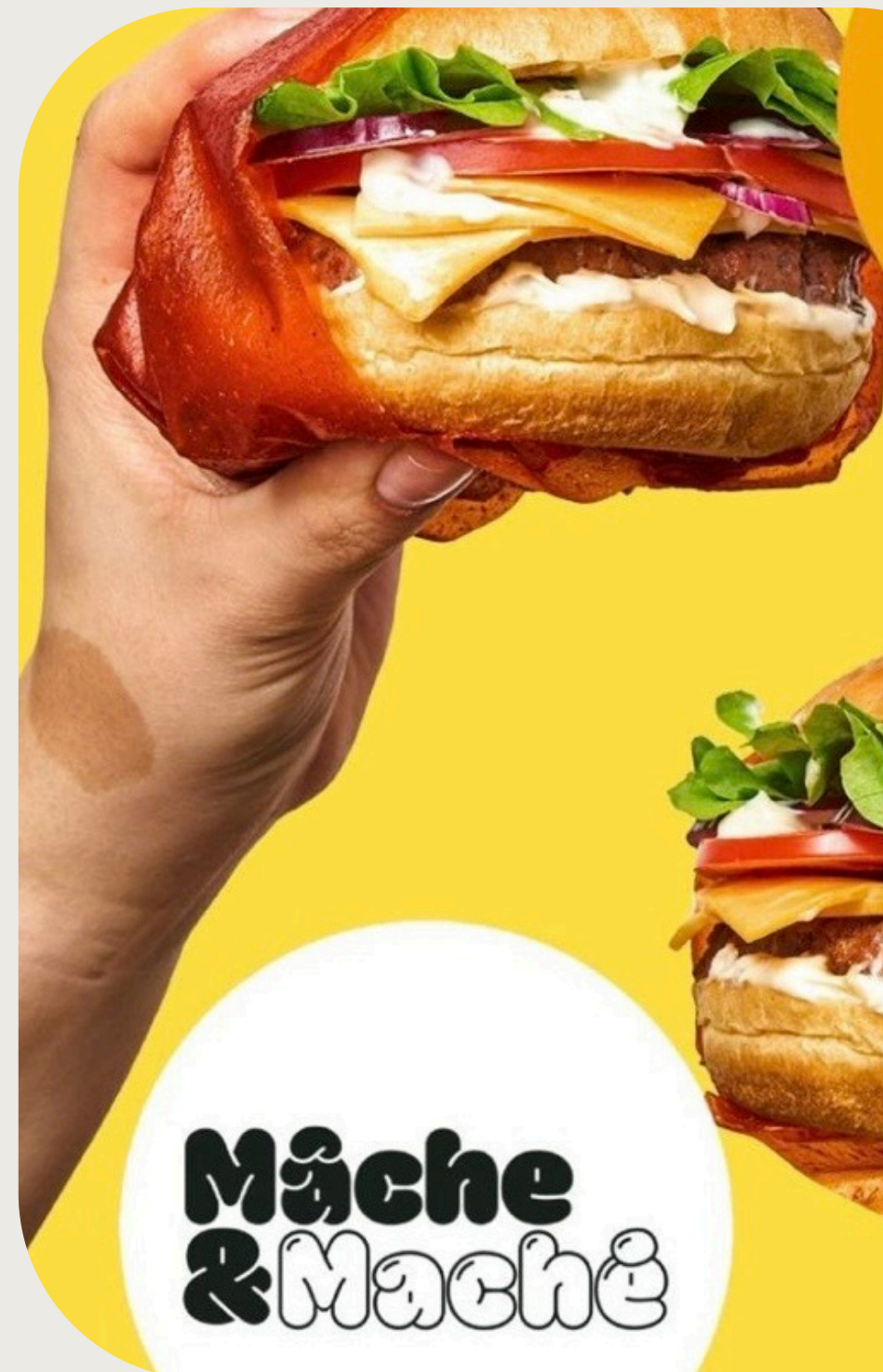
> What I like: the product's convenience with its on-the-go packaging and the clean ingredient list (made with isomalt, inulin and with no sugar).



Mâche&Maché unveils an edible packaging

The startup Mâche & Maché rethinks takeaway food with a breakthrough innovation : an edible packaging designed to replace single-use packaging. This edible packaging (for burgers, sandwiches, wraps, and pastries) is made from fruits, vegetables and natural ingredients. It is also resistant to folding and rolling.

> What I like: the sustainable alternative to single-use packaging that fits into a “zero waste” approach.



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