

## Sigma launches the Innovative Snacks Challenge

Thursday 11 July, 2019

- Sigma in Europe has launched the Innovative Snacks Challenge in collaboration with Eatable Adventures to discover and attract the most-promising food start-ups to the Sigma eco-system
- International start-ups have the chance to put forward their new snack products for the chance win a grant of €10k and potential agreements for scaling-up, investment and distribution

**Madrid, 11 July, 2019**—Sigma in Europe, one of the leading packaged meats companies in Europe, has launched the **Innovative Snacks Challenge** in association with Eatable Adventures, a competition aimed at finding the most forward-thinking start-ups with **pioneering snack products that responds to current consumer tastes and future needs**.

Sigma in Europe, through its local brands such as Campofrío, Navidul, Oscar Mayer, Aoste, Justin Bridou, Cochonou, Nobre, Fiorucci and Marcassou in the countries where it is present, seeks to contribute to improve people's lives and to the adoption of **positive lifestyles**, connected with **new consumer needs**, especially those of younger generations. The initiative aims to find products helping to make a significant impact in **the global snack market** by challenging young start-ups to redefine it.

The competition will encourage start-ups to come up with solutions to meet consumer demand for snack products in the following areas of interest: **health & nutrition, trust & sustainability and indulgence**.

*"The competition will be mutually beneficial for both the Company and the start-ups," explains José Vilches, Innovation Director of Campofrío Food Group (Sigma in Europe), "the collaboration will progressively permeate innovation across the organization so that it can spearhead change and be a growth factor for Sigma."*

This initiative is aimed at **small companies that have completed at least one funding round and have products in the commercial phase** with potential for strong growth in the mid-term.

**The competition final event will take place in Madrid during the 3<sup>rd</sup> October**, where start-ups will present their companies to the Sigma judging panel comprised of company's Executive Committee. Start-ups' final selection will be done under criteria of innovation degree, team's talent, consumer attractiveness and growth potential.

The winning start-up will be awarded a **€10,000 grant** and additionally, will have the chance to **enter into potential agreements for scaling-up, distribution and investment**.

Interested start-ups have until **August, 15<sup>th</sup>** to sign up to take part in the initiative through the webpage [www.innovativesnacks.com](http://www.innovativesnacks.com).

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