



Press release

“CIBUS INNOVATION CORNER”, AN EXCLUSIVE SHOWCASE FOR NEW PRODUCTS AT CIBUS CONNECTING ITALY

The fair is presenting a catalogue of over 500 innovation-based products. 100 of these will be on show on 29 and 30 March, in Pavilion 4 of the Fiere di Parma trade fair.

(Parma, 23 March 2023) – 1,000 brands on display, 500 new products, 100 of which have been hand-picked to go on show in the “Cibus Innovation Corner”. This is Cibus Connecting Italy, the international fair for Italian-made food, set to welcome 20 thousand visitors from all over the world to Parma this coming 29 to 30 March. The products in the catalogue of new entries for this Cibus see a variety of claims with health-food trends, heightened awareness of sustainability and new packs are taking centre stage. At the same time, the trend in showcasing locally-sourced flavours which place the accent on all-Italian territories, traditions and flavours is showing no sign of abating.

The innovative products will be presented in a dedicated catalogue available on cibus.it, complete with a description and photos. The Top100 selection curated by a jury of experts maps five macro trends to emerge amongst the new products: **Healthy & Natural**, featuring items with high health-giving content; **Territory Valorization**, a common denominator which showcases Italy through products linked to the most typical products of each area, including PDO and PGI-status products, or ingredients which are 100% sourced nationally and/or regionally; **Better for Us**, a set of products with marked sustainability and/or plant-based attributes; **UngUILty Pleasures**, a set of indulgent products that beckon to foodies without causing (too much) guilt; and **Horeca Revolution**, a gallery of innovations designed for the Eating Out channel (see the enclosed list).

New entries that draw heavily on tradition whilst tweaking their flavours include the Pizzattone, a savoury panettone which comes filled with tomato, mozzarella and oregano; Carne Salada (salt beef) cured and flavoured to time-honoured recipes, which can be served as an appetiser or as a cold meal in itself; orange cherry tomatoes washed and brined in salt and water then packaged in jars; a salted caramel meringue; wholemeal tea biscuits with a double sour cherry and pomegranate filling; an extra-dark chocolate Easter egg with 70% cocoa and cacao nibs; traditional basil pesto with the addition of lemon peel; the Esagonotto, a new shape of short, artisan pasta designed like a smooth *penne* with a

hexagonal shape for showing off the rough texture and more rustic nature of traditional PGI Gragnano pasta; and Centa caviar, a savoury spread made with anchovies, capers and Taggiasche olives which recalls the taste of caviar.

Healthy products are doubtless the ones seeing the greatest increase in uptake in the day-to-day lives of Italian consumers. Standouts include the light potato snack made with pea flour flavoured with basil; 100% plant-based nuggets made with rice; a plant-based mix for burgers and patties which makes up a nourishing main course in just a few steps; a dessert made with milk, rice and milk proteins; breadcrumbs for frying and for using in other recipes, containing a mere handful of all-natural ingredients and just 5% olive oil, free from preservatives and lactose; keto gluten-free bread for those wanting to follow a ketogenic, low-carb diet; wholemeal *pane carasau* wafer-thin bread; high-protein pesto with basil and chickpeas; a solution in a single-dose sachet for digesting lactose, even those who have an intolerance; a spread made with Italian almonds; a delicate grape seed oil excellent for frying or for light dressings packed with Omega 6 fatty acids, polyphenols and vitamin E; a high-protein ice-cream which sits midway between a “functional” and an “indulgence” product; and a health-giving, alcohol-free kombucha drink which is low in calories, made with fermented tea and available with flavours inspired by the botanical world.

There are also novelties on the packaging and shelf-life front: fresh, long-life ricotta made according to a natural process, without using any additives or preservatives; long-life onions which have been pan-fried, refrigerated, chopped and are ready to use in a practical resealable tub, so they can be stored in the fridge and used as and when needed; a snack with cream cheese or ricotta, sold with a teaspoon and olive oil croutons; and a bottle for shaking up the ingredients used to make sweet pancakes and crêpes quickly and easily.

All this – and much more besides – is coming to Cibus Connecting Italy on 29 and 30 March in Parma.

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