



Press release: Golden Tavola Awards winners announced – 5 March 2024

Sublimix, Terre de Fromages, Vecuisine by Nanuk and Funky Ouma by Ali-import win prestigious Golden Tavola Awards

What exactly will today's consumers want on their plates tomorrow?

It is with this rather tricky question in mind that food companies are constantly striving to develop products that meet the needs of even the most discerning gourmets. Traditional products, vegan products, local or international specialities, and of course convenience, sustainability, clean labels, allergens... Today's consumers have quite a wish list, although taste is, of course, always the top priority!

So these are trends and expectations that manufacturers should not ignore. But consumers clearly appear to be involved, as demonstrated by the entries received for the Golden Tavola competition.

Since its inception in 1982, Tavola has become the leading trade fair for food professionals with a passion for premium food & drinks. Every 2 years, a well-thought-out mix of strong market leaders and artisan producers allows for a unique range of carefully selected delicacies and mouth-watering premium products. From 17 to 19 March 2024, Tavola will welcome 400 exhibitors and expects over 14,000 professionals to come to the event at Kortrijk Xpo.

As usual, everyone is looking forward to discovering the most innovative products showcased at the trade fair, which will once again be brought together as part of the Golden Tavola competition, which aims to promote innovation in the sector.

2 ROUNDS OF JUDGING – STRICT SELECTION PROCESS

An impressive 117 products were entered for the competition – the highest number since the competition was first held 10 years ago! After 2 rounds of judging, 38 judges selected the 12 winners: 1 award winner and 2 nominees per category.

The purpose of round 1 is to shortlist entries based on the criteria of innovation, combined with marketability. Each product is judged by at least 3 buyers, and if it is innovative enough, it goes through to the final round of judging. Once there, the products are judged on taste, innovation, marketability, packaging, sustainability and marketing. And the sum of the results obtained determines the winner.

"In all the products we saw, we were struck by the fact that most manufacturers focus on delicious, tasty products, with more current trends such as veganism playing only a secondary role. In the previous competition, entrants chose to focus more on certain hot trends, whereas today they seem to prefer to go back to basics. This means rediscovering the pure joy of authentic products – I am talking here about products like the various cold meats as well as the Meule du Plateau cheeses. I

also noticed that an ever greater emphasis is being placed on eco-conscious consumers", said Thierry Cattoir, Chairman of the Committee in charge of the Golden Tavola competition.

When asked what tip he would give to future entrants, Thierry Cattoir replied: *"Make sure not to overlook the 'last mile'. I am mainly thinking of attractive packaging or a clear and compelling product story."*

For the final round of judging, the judging panel includes buyers and managers from various sectors (gastronomy, advertising, product development and brand management), as well as press representatives. This time, Tavola was able to count on the professional judging skills and enthusiastic collaboration of: Thierry Cattoir – Remarkable & Chairman of the Committee in charge of the Golden Tavola competition, Ann Bober, Senior Buyer, Compass Group Belgium; Peter Coucquyt, Co Founder, Foodpairing; Klaas Fremaut, Chairman Confrad & Zaakvoerder Max Consulting, Remi Gautier, Acheteur / Chef de Produit Charcuterie Stand, Auchan; Jonathan Hertog, VP Commercial Unit Fresh & Sourcing, Delhaize; Mieke Koch, Zaakvoerder, Aula; Laurens Kool, Senior Buyer, La Providenza; Anne-Françoise Laurent, Director of Product, Data & Analytics and Supply Chain, Delitrateur; Patrick Lauret, Chef, Xpo Group Meeting Center & Managing Director of Concuise; Pieter Meeuwessen, Buyer, Sligro Food Group; Emily Oelbrandt, Category Manager Fresh, Albert Heijn; Jonny Peeters, Service Development Manager, ISS Catering; Jan Prinsen, Zaakvoerder, Belgian Fresh Food Institute; Stefaan Urkens, Executive Chef, J&M – Silverspoon; Stefan Van Rompaey, Chief Editor, Retail Detail; Eldrid Vindevogel, Purchaser cheese, charcuterie, drinks and dry food CRU; and Alexis Wyngaerden, Offer Development Fresh & Frozen - Team Leader, Carrefour.

4 CATEGORIES

With food arriving on our plates through a variety of channels, and with criteria for innovation varying according to these channels – a supermarket, for example, has different requirements than a catering business –, the Golden Tavola competition also takes this aspect into account. The competition is therefore split into 4 categories: Fine Foods in self-service (supermarkets channel), Fine Foods with service (for shops specialising in fresh foods, such as butchers, cheeseshops and supermarkets with a fresh food counter), Delicatessens (for delicatessens) and Catering (prepared/processed food for the food service channel).

All the products that got through to the 2nd round of judging will be showcased along the central Rambla at Tavola, which will be the perfect place to start your journey towards discovering the most outstanding new products. As for the 12 winners and nominees, they will have their own stand, where visitors will not only be able to find out more about the products, but they will also have the opportunity to taste them and vote for the Audience Award.

GOLDEN TAVOLA 2024 – FINE FOODS IN SELF-SERVICE

WINNER – GOLDEN TAVOLA 2024 – FINE FOODS IN SELF-SERVICE

Thai Bouillon - Sublimix



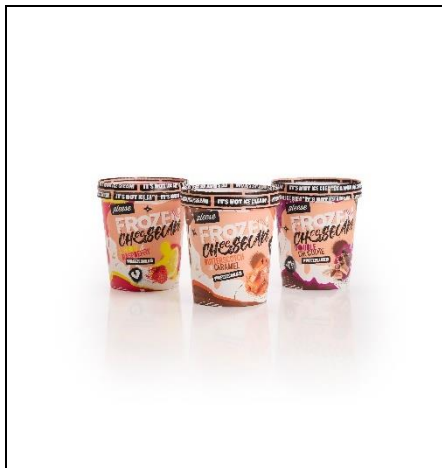
Thai bouillon will give any dish an Asian twist in no time at all: rice, noodle or wok dishes, soups, sauces, mussels, fish casseroles, etc. This stock powder is unlike any other, as it is extremely easy to use, versatile and very tasty. This product is vegan, gluten-free, lactose-free and contains no MSG. The target audience is the home cooks who wants to bring Thai flavours into their own kitchen in a very accessible and affordable way.

Its creators deliberately made it not too spicy in order to appeal to a wide audience. So lovers of spicy Thai cuisine will have to add another spicy ingredient to their dish.

Info: Sublimix | Lommel – stand 283
T: +32 (0)11 54 76 45 - [sublimix.be](https://www.sublimix.be)

1st NOMINATION – GOLDEN TAVOLA 2024 – FINE FOODS IN SELF-SERVICE

Freezecakes – Pleese - Galana



THIS IS NOT ICE CREAM...

But rather the world's first scoopable frozen cheesecake! Packaged in convenient tubs and available in 3 different flavours: Raspberry & Lemon / Butterscotch & Caramel / Double Chocolate.

Freezecakes are not only a delicious alternative to ice cream, but also a smart move that will boost the frozen dessert category.

Info: Pleese - Galana / Beldessert | Waregem – stand 147
T: +32 (0)56 77 45 85 - [mademoiselledesserts.com](https://www.mademoiselledesserts.com)

2nd NOMINATION – GOLDEN TAVOLA 2024 – FINE FOODS IN SELF-SERVICE

Aquafaba – Botanica Spices



This powdered protein substitute is a versatile and vegan product.

It is a 100% natural and vegan alternative to eggs or egg whites that can be used in all sorts of dishes. And the reason why it is 100% natural and vegan is because it is made from chickpeas.

Compared to other protein substitutes, the Aquafaba powder is also gluten-free and cholesterol-free.

Moreover, it contains no additives (no starches, gums, colours or preservatives) and has a neutral taste.

Bartenders will find it super handy for creating a thin layer of foam on top of a cocktail. But the powder can also be useful for vegan cooks or people with an egg allergy.

Info: Botanica Spices | Lummen – stand 1112
T: +32 (0)473 80 51 42 - [botanicaspices.be](https://www.botanicaspices.be)

WINNER – GOLDEN TAVOLA 2024 – FINE FOODS WITH SERVICE

Meule du Plateau Réserve 18 months – Terre de Fromages

	<p>This is a 100% Belgian cheese made from raw milk, produced by cows that are fed only grass/hay (no silage), which is key to obtaining superior quality milk. This unique pressed cheese is matured for 18 months on spruce boards.</p> <p>Raw milk cheeses are rather uncommon in Belgium. The ripening produces more intense, complex and nutty flavours with a slightly saltier taste.</p> <p>The cheese has a supple texture, slightly brittle and melts in the mouth. The presence of salt crystals results from the long maturation process.</p> <p>Info: Terre de Fromages Herve – stand 149 T : +32(0)87 30 58 67 - terredefromages.be</p>
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1st NOMINATION – GOLDEN TAVOLA 2024 – FINE FOODS WITH SERVICE

Enigma – Butcher's Craft by De Laet & Van Haver

	<p>For this product, we use a cut of beef called 'rump cap', which is better known as 'Picanha'.</p> <p>We first let the meat rest in a carefully selected brine mixture. This provides the basis for deliciously tender and juicy cold meat.</p> <p>The meat is then rubbed with slightly sweet paprika.</p> <p>Info: Butchers Craft by De Laet & Van Haver Aartselaar stand 526 +32 (0)3 455 26 74 - butcherscraft.be</p>
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2nd NOMINATION – GOLDEN TAVOLA 2024 – FINE FOODS WITH SERVICE

Ahumado – Butcher's Craft by De Laet & Van Haver

	<p>This is a lightly smoked piece of sirloin steak that can be served either as an appetiser or as a carpaccio.</p> <p>The smoky flavour is not too overpowering and yet the beechwood gives the meat a very distinctive taste.</p> <p>Info: Butchers Craft by De Laet & Van Haver Aartselaar stand 526 +32 (0)3 455 26 74 - butcherscraft.be</p>
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GOLDEN TAVOLA 2024 – DELICATESSENS

WINNER – GOLDEN TAVOLA 2024 – DELICATESSENS

Black Garlic Salt Rub – Funky Ouma | Ali-Import



This mix of sea salt, fermented garlic, lemon zest powder and garlic and onion flakes creates a truly amazing explosion of flavour.

Not only does it add a unique umami flavour to your dishes, but it also provides a quick and easy substitute for chopped onion and garlic. Combine it with some olive oil and you will get a fantastic rub for all your favourite dishes!

Why Funky Ouma? Innovative Packaging / Convenient for on-the-go use / Its compact size makes it perfect for use at the table, at home as well as in bars and restaurants Functional AND 100% recyclable product.

Info: Funky Ouma / Ali-Import | Deinze - stand 609B
T: +32 (0)477 289 700 - funky-ouma.be

1st NOMINATION – GOLDEN TAVOLA 2024 – DELICATESSENS

Tea Vinegar – Atelier Roger & BBody



This sugar-free, alcohol-free and flavourful drink can be enjoyed straight up, as a shot, in the morning and before every meal, but it also makes a great substitute for unhealthy soft drinks.

Mix 1 part of Tea Vinegar with 4 parts of water, add some ice, and there you have a delicious mocktail to go with your meals and, if you add some mint and lemongrass, it can also make a great ice tea too.

It can also be used as a secret ingredient in desserts to provide a balanced sweet and sour experience.

Info: Atelier Roger & BBody – Schilde / stand 690H
Tel: +32 (0)485 03 74 22 – teavinegar.eu

2nd NOMINATION – GOLDEN TAVOLA 2024 – DELICATESSENS

Angus Beef Grand Cru & Wagyu Beef Grand Cru by Ganda – Ganda Fine Foods



Less is more: this product is made with only 1 ingredient, namely the minimum amount of Camargue sea salt required.

No preservatives and completely clean label, it comes out of the drying rooms in its natural shape, with no additional processing involved. It is neither moulded nor sprayed – just dry cured.

Angus cattle originate from Scotland. Later on, pioneers imported them to the Wild West. And today, they are farmed on several continents. This meat (produced in America) from grain-fed Angus cattle is characterised by its marbling and a delicate, full-bodied flavour.

Wagyu is originally a Japanese breed of cattle, known for its exclusive and flavourful meat. 'Wa' is an ancient term for Japan and 'gyu' means beef. The breed was imported from mainland Asia by wealthy landowners around the 2nd century. A large number of breeds were created after centuries of selective breeding, based on muscular strength and endurance. Wagyu meat is highly 'marbled', meaning it is finely interspersed with fat. Eating grass and grain-rich feed gives Wagyu meat its typical flavour. Products for high-end gastronomy.

Info: Ganda Fine Foods – Destelbergen / stand 610

T: +32 (0)470 62 19 87 - ganda.be

GOLDEN TAVOLA 2024 – FOODSERVICE

WINNER – GOLDEN TAVOLA 2024 – FOODSERVICE

Plant Based Mousse Crumble - Vecuisine



These small cakes are innovative desserts that should appeal to a wide audience.

In addition to the 15 existing vegan mousses, these 4 plant-based pastries were created in late 2023 based on vegan mousse on top of vegan crumble.


A new twist for the dessert range > By 2030, there should be a plant-based version of all dessert products.

Info: Vecuisine – Nanuk | Moeskroen – stand 530b

T: +32(0)56 48 18 00 - vecuisine.be

1st NOMINATION – GOLDEN TAVOLA 2024 – FOODSERVICE

Balfego Bluefin Tuna - Lobsterfish

	<p>Tuna is overfished all over the world, but what makes Balfego bluefin tuna sustainable is the specific capture and farming methods.</p> <p>Balfego is the only company in the world that <u>fishes tuna on demand</u> when it reaches the ideal fat content, using a unique tracking system.</p> <p>They use a special extraction method that ensures top-quality, stress-free tuna for the world's best kitchens. Not a single part of the tuna is thrown away. It is used from tail to jaw. Even the eyes and heart, which have been used in Asian cuisines for hundreds of years, are now considered new ingredients in ours.</p> <p>A pure, optimal taste is achieved through ideal fat content and the tracking system, which is one of a kind in the world.</p> <p>Info: Lobsterfish – Deerlijk / stand 155 T: +32 (0)56 70 24 00 - lobsterfish.be</p>
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2nd NOMINATION – GOLDEN TAVOLA 2024 – FOODSERVICE

Buloo - Aperio - Maanvallei

	<p>If you do not drink alcohol, Buloo could very well become your 'unguilty sparkling pleasure'. An elegantly bubbly aperitif that will remind you of champagne, but with no alcohol and few calories.</p> <p>What we have here is a surprisingly refreshing combination of kombucha, rooibos, lemon, cherry and spices. A unique flavour, resulting from an artisanal, 100% natural production process.</p> <p>Info: Maanvallei – Bruges / stand 579b T: +32 (0)473 49 59 66 - buloo-aperio.be</p>
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