Essenza di Vega, the most innovative product of the IX Prizes Ecotrophelia Spain 2018

The ESSENZA DI VEGA team of the Miguel Hernández University of Elche has achieved the first place in the national competition Ecotrophelia Spain 2018, organized by the Spanish Federation of Food and Beverage Industries (FIAB) to search for the most innovative product of the year.

After convincing a demanding jury, this product has earned the first prize for the reinvention of one of the most common products in our diet such as pasta. In addition, in the words of its creators, ESSENZA DI VEGA is considered a 5S product by improving the nutritional value of pasta and contributing to sustainability within the food and beverage industry due to the use of industry co-products.

Innovative, lively and dynamic. This is how Ecotrophelia is defined, the reference competition for

young creators and university entrepreneurs from which to promote innovation in the food and beverage industry, integrate the environmental factor and attract the best talent by creating synergies between universities and industry.

> ESSENZA DI VEGA is a new fresh and whole food pasta that is cooked in just one minute. This pasta is made based on a set of novel flours and local fillings allowing a balance between the functionality and the flavor of our land.

Mauricio García de Quevedo, *General Director of* FIAB, has highlighted as a member of the jury the value of this type of actions in the creation of an ecosystem of collaboration and progress within the sector. *"Ecotrophelia is a bet for the integration of new talent within the ranks of the food industry and, therefore, for the eagerness of the sector in the creation of knowledge and continuous improvement."*

The kitchens of Fundación Alicia have hosted the ninth edition of this challenge in which the six finalist teams, through their innovative proposals, have projected how the future of the food and beverage industry will be defined.

> The second prize went to Natural, from the Polytechnic University of Valencia, a dessert composed of a gel of seaweed, textured tofu and a fruit jam adapted for a wide spectrum of consumers and with concerns related to a healthy lifestyle.

Finally, *the University of Valladolid has obtained the bronze for its YUGAR product, a gelled dessert made from algae flour and chickpea flour that admits a great combination of flavors such as cocoa, red fruits and cheese, and orange and the lemon.*

The jury was made up of experts in R + D + i from Spanish companies in the food and beverage industry and the General Director of FIAB, Mauricio García de Quevedo. Pedro Prado, Head of Area, Coordination, Evaluation and Scientific and Technical Monitoring Division of MINECO, and Consuelo Pérez, Assistant General Deputy Director of Industrial Development and Innovation of MAPAMA, have collaborated in this panel of experts.

This year, the awards ceremony will be held on Monday, 16 at 2:00 pm in the framework of Alimentaria 2018, and will mark the end of the R & D & I Encounters of ALIBER, the event of innovation par excellence inside the fair. The event, which will be chaired by Fernando Burgaz, General Director of Food Industry of MAPAMA, will have the participation of Tomás Pascual, President of FIAB, José María Monfort, Director General of IRTA, and Toni Massanés, General Director of Fundación Alicia and President of the jury Ecotrophelia Spain.

ESSENZA DI VEGA will be the product that represents Spain in the European edition of

Ecotrophelia, which this year will take place within the framework of SIAL Paris, from 21 to 25 October 2018.

With this initiative, FIAB advances in its commitment to the promotion of talent, the search for excellence in training and its commitment to innovation. Ecotrophelia responds to this spirit through the support of initiatives arising from Spanish universities that contribute to constant innovation as a key factor for boosting the country and the commitment to competitiveness of the industry.

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