



Press Information

24 May, 2016

AWARDS FINALISTS REFLECT INNOVATION IN SPORTS & PERFORMANCE NUTRITION

The finalists have been announced for the first Bridge2Food Sports & Performance Nutrition Awards which showcase innovation and celebrate the achievements of leading players who drive excellence within this industry.

The finalists are:

Best New Category Development – awarded to a company that has created a new category or added new features to an existing product:

- FITSHE® After Workout Shake from FITSHE
- Balls Bars Bites from Food Creation Nation
- DNAFit® genetic test kit from DNAFit

Best New Sports Nutrition Product – awarded to a disruptive and innovative product:

- Manuka Sports Bee Fit® from Family Foods Ltd
- Muscle Food Meat Feast Protein Pizza from Muscle Food
- M-NUTRITION Coffee Break from Manninen Nutraceuticals

Most Novel Ingredient – celebrates new ingredients that are truly innovative:

- WATTS'UP from Bioactor
- Wellmune® from Kerry (EMEA)
- NUTRALYS® S85Plus from Roquette

The winners will be announced at the [6th Sports & Performance Nutrition 2016](#) on 15th June in Amsterdam, Holland. This specialist summit from 14th-16th June brings together leading professionals from around the world to share new innovations, insights and developments in the sports nutrition industry.

The expert panel of judges is:

- Asker Jeukendrup - director, Mysportscience
- Colinda Hoegee - MD, Holland & Barrett Benelux
- Robert Walker - Head of Gymrossisten
- Pieter- Paul Verheggen - CEO of Motivaction
- Claire Nuttall - Founder of The Brand Incubator
- Gerard Klein Essink - Director of Bridge2Food.

Colinda Hoegee, MD of Holland & Barrett, Benelux said, "The finalists truly reflect the innovation that is so exciting in our industry. We are seeing an increase in products targeted at active mainstream consumers and exciting new categories introduced.

The judging panel were impressed with the quality of entries received and despite coming from diverse backgrounds shared a consensus on the finalists. I am looking forward to attending the conference and learning more about the latest research, innovations and challenges facing the industry."

Gerard Klein Essink of Bridge2Food said "The sports nutrition industry is going through a period of considerable change. Growth opportunities are in performance nutrition for active mainstream consumers. This presents a fascinating challenge and opportunity for the industry and these awards showcase new and innovative products that are meeting these needs."

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For more information, please contact: awards@bridge2food.com

About Bridge2Food

Bridge2Food is a knowledge and network agency based in The Netherlands. Its key strength is the development of specific platforms for the food industry: 'Building bridges between food professionals'. Bridge2Food operates in the international food sector and organises a wide range of food industry conferences for senior managers of food manufacturing companies in Europe, the USA and Asia.

About 6th Sports & Nutrition Conference (14-16 June, Amsterdam)

The Sports and Nutrition Conference brings experts from the industry together; learning about new business models and innovation and providing a platform to network and develop new business relationships. Now in its 6th year the Sports & Nutrition conference in June will bring together over 200 food industry experts from around the world.