

“Pook Coconut Chips” wins the 2018 FRUIT LOGISTICA Innovation Award

This year’s FRUIT LOGISTICA Innovation Award (FLIA) goes to “Pook Coconut Chips” from PookSpaFoods in Germany. That is what the trade visitors, who voted over a two-day period at FRUIT LOGISTICA 2018, decided. Three new products made it to the podium in Berlin this afternoon.

Gold went to “Pook Coconut Chips” from PookSpaFoods in Germany. The crispy crisps, made from Thai coconut without any oil or fat, are available in Original Sea Salt, Mango Sea Salt and Chocolate Sea Salt flavours. They are vegan, gluten-free and free from preservatives. The manufacturer recommends them as a snack or as a topping for salads, cereal, yogurt, ice cream, and much more.

“We are a small company which set up only recently in September 2016. This award is a big surprise and especially important for us”, said the company’s founder and managing director Kanokporn Holtsch.

Silver went to the dark brown tomato “Adora” from HM Clause from Spain. This tomato is a variant of the variety Marmande, a particularly robust old ribbed beef tomato variety that ripens very early. What sets the new Adora apart is its balanced, intensely sweet and sour taste, excellent shelf-life, firmness and good nutritional values.

The bronze FLIA went to the grass paper from the German paper mill Scheufelen. This organic packaging material consists of up to 50 percent fresh



grass fibre and is completely recyclable and biodegradable. The use of grass fibres, a renewable raw material, should help reduce energy and water consumption. Conventional pulp fibres require 30,000 litres of water and 6,000 kW/h of energy per tonne – compared to zero litres and 150 kW/h for grass fibres.

FRUIT LOGISTICA is the leading trade fair for the global fruit trade and has been held annually since 1993. In 2018, over 3,100 exhibitors from more than 80 countries and more than 75,000 buyers and trade visitors from 130 countries attended. The FRUIT LOGISTICA Innovation Award (FLIA) was presented for the thirteenth time in 2018. It is the most important award in the industry. ♦