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PRESS RELEASE

Ecotrophelia UK finalists announced

IFST and Campden BRI are pleased to announce the finalists of Ecotrophelia UK 2015. Student teams from Cardiff Metropolitan University, University of Nottingham, PepsiCo and Leeds Trinity University will go on to compete at Ecotrophelia UK.

This year marked the most entries ever received for Ecotrophelia UK, so the competition was high. The entries were carefully reviewed and shortlisted by a panel of new product development experts. The teams will pitch their ideas to the 'dragons' - a distinguished panel of food experts including representatives from M&S, Coca-Cola, PepsiCo, Defra, Tesco, Sainsbury's, and Warburtons to compete for £3,500 in prize money and the chance to represent the UK at Ecotrophelia Europe in October.

The UK winning team will be announced on Campden BRI day on 3 June 2015.

The five finalists and their products are:

Cardiff Metropolitan University - 'KAYS

Paprika flavour savoury baked snack made with banana peel and wholemeal flour, high in fibre and Potassium.

University of Nottingham - Duffles

An eco-friendly, healthy alternative to chocolate truffles- can be consumed both cold and warm.

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University of Nottingham - Cauliflower Style Rice

100% Cauliflower, shredded and packed into recycled pot. Rice alternative. High fibre, 1 of 5 a day.

PepsiCo placement students - Medina

Cocoa, coconut, raisin & seed bites, rolled in freeze-dried fruit and desiccated coconut.

Leeds Trinity University - Seafood linguine

High protein ready meal utilising cricket flour and sustainable fish.

****ENDS****

27 April 2015

Notes to Editors:

1. The Institute of Food Science & Technology (IFST) is the independent qualifying body for food professionals in Europe. Membership is drawn from all over the world from backgrounds including industry, universities, government, research and development and food law enforcement. IFST's activities focus on disseminating knowledge relating to food science and technology and promoting its application. Another important element of our work is to promote and uphold standards amongst food professionals.
2. IFST contact: Sophia Griffiths, s.griffiths@ifst.org 020 7348 1905
3. Campden BRI specialises in the practical application of technical expertise to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at three sites: Chipping Campden (Headquarters), Nutfield (Surrey – brewing division), and Budapest (Hungary).
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