



























Media partners





Food safety award sponsor 2024



The organisers



IFST

Institute of Food Science and Technology (IFST) is the UK's leading professional body for those involved in all aspects of food science and technology. We are an internationally respected independent membership body, supporting food professionals through knowledge sharing and professional recognition.

Our membership comprises individuals from a wide range of backgrounds, from students to experts, working across a wide range of disciplines within the sector



Campden BRI

Campden BRI provides scientific, technical and regulatory support and research to the food and drinks industry worldwide. We offer a comprehensive "farm to fork" range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Our members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies.

www.campdenbri.co.uk



It has been 13 years since the first UK heat of this Europe-wide competition, jointly organised by the Institute of Food Science & Technology (IFST) and Campden BRI. Ecotrophelia gives students a taste of new product development from idea generation through to final packaged product.

The UK competition was launched in 2013 to foster UK competitiveness in R&D, innovation, and sustainability in the food sector. It continues to develop the next generation of food industry leaders and acts as an incubator of eco-innovative ideas. Every year the winners of the UK competition go on to represent the UK in the European Final.

In the last 13 years Ecotrophelia has involved over 600 students from 24 different universities across the UK and generated some great support and interest from across the industry and government agencies. You can see the list of previous finalists and winners on pages 14 to 17.

The first stage of the competition is a preliminary judging based on their product dossiers. Once the 7 top products are chosen, the teams get the opportunity to pitch their ideas to judges from top names in the food and drink industry including Mondelēz International, Nestlé, M&S, Coca-Cola, Ella's Kitchen, PepsiCo, Tesco, Warburtons, Sainsbury's, Unilever, Weetabix, pladis, Tata Consumer Products, Food Manufacture, IFST and Campden BRI.

We are looking forward to the UK final at Mondelez International in Bournville, Birmingham on 25 June 2025.

The shortlisted products

Favafu

University of Surrey

GreenScoop

University of Reading

NØM

University of Nottingham

Oat 'n About

University of Leeds

Peelz

London Metropolitan University

Rescue Nests

University of Nottingham

SustainaBalls

University of Leeds

The seven finalist teams will present to the Dragons at the Ecotrophelia UK final on 25 June 2025.



www.ifst.org



The competition

Ecotrophelia is a 'Dragons Den' style competition that challenges student teams to create a new eco-innovative food product. Teams have to consider all aspects of product development such as food safety, HACCP, marketing and packaging. It provides students with a rare opportunity to present to some of the biggest names in the food sector and helps them to develop their teamwork and presentation skills.

Scan the QR code to watch a short video about the competition.





Inspire 4 Ecotrophelia

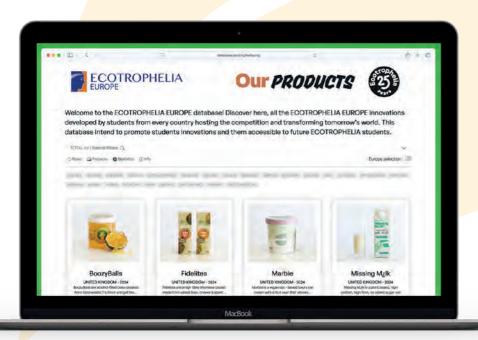


Inspire 4 Ecotrophelia, is a training programme that has been developed in conjunction with Ecotrophelia. It focuses on entrepreneurship and enables the students to advance their business proposition in preparation for the pitch events.

The programme focuses on entrepreneurship elements, with approximately 12 hours of content to work through on the learning platform. Example modules include team building, sustainability, marketing, negotiation, finance, Intellectual Property (IP) and scaling. A short assignment at the end of the programme allows the students to crystallise their business proposal – they will receive feedback and the EIT Food Inspire for Ecotrophelia Certificate.



Past product database



We have just completed a database where you can access information about all past products of the UK Competition. You can view this database by scanning the QR Code below:



Ecotrophelia UK prizes

Three prizes and one award will be awarded to the winning teams as follows:

Food Safety Award

Sponsored by Unilever £250

Gold

Ecotrophelia UK Certificate £2,000 1 year IFST membership (each team member)

Silver

Certificate £1,000

1 year IFST membership (each team member)

Bronze

Certificate £500

1 year IFST membership (each team member)

All shortlisted team members will receive a certificate of participation

Ecotrophelia Europe Grand Final

The winning team will be able to take their product to the European finals in Europe and compete against Gold winners from across the whole of Europe for the chance to win one of the three Grand Final prices. This year ECOTROPHELIA Europe will be part of ANUGA 2025 in Cologne on 7-8 October.

Gold € 4,000 Silver € 3,000 Bronze € 2,000

How to enter

For further information, visit www.ecotrophelia-uk.org
If you are interested in entering a team for next year's
competition, send your expression of interest to
ecotropheliauk@ifst.org.



Judging criteria

Each area will be marked out of a maximum score of 10 points:

How innovative is the proposal? (10 marks)
How eco-innovative is the proposal? (10 marks)
Industrial feasibility (10 marks)
Market credibility (10 marks)
Nutritional characteristics (10 marks)
Food safety and conformity to European
regulatory rules (10 marks)
Taste, sensory qualities (10 marks)
Marketing and communication plans (10 marks)
Packaging (10 marks)
General presentation (10 marks)
Entrepreneurship (10 marks)
TOTAL /110 MARKS

Preliminary judges

All entries were carefully reviewed and then shortlisted by a panel of judges with expertise in new product development:

Vince Craig Managing Director, Meadowbrae
Technical Services
Simon Chattock Head of Vendor Assurance,
Compass Group UK & Ireland Ltd
Julian Cooper Owner/Director, 342 Consulting Ltd

Carol Philips Retired Professor

Kelvin Thomson Consultant & Workplace Assessor/ Trainer, Pinnacle Food & Drink Services

Steve Timms Commercial Development Manager, Food & Nutrition, Brenntag UK & Ireland

The dragons

The industry experts, who will be judging this year's competition are:

Adam Harris Research Fellow Chocolate application, Mondelez International

Adam's career at Mondelez spans over 25 years, during which he's designed and launched a diverse portfolio of confectionery products, his experience ranges from medicated confectionery formulations to pioneering groundbreaking technologies and novel ingredients. His current focus is on leading the product design response to the changing global regulatory landscape around wellbeing, ensuring product design in snacking and indulgent categories remains consumer-centric and delicious

Ash Stretton Food Regulatory Affairs Manager, Marks and Spencer

Ash has been in the food industry for 15+ years, working across production, operations, process, quality, technical, regulatory affairs and legal in manufacturing and retail. Ash is responsible for all things regulatory and compliance related in the food-side of M&S, previously chair of the IFST Regulatory Group, a Fellow of the Institute, a Registered Food Safety Principal and Chartered Scientist.

Chris Gilbert-Wood President, IFST

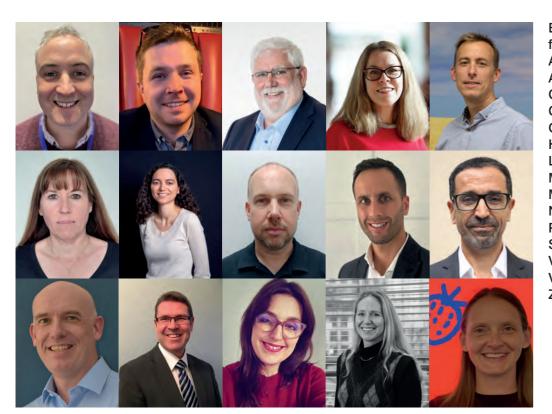
Chris is a professional Food Technologist with 40 years' experience in retail and manufacturing, having managed quality, food safety and sustainability in both own label and branded supply chains. Much of this time was spent working at the interface between agriculture and the primary processors. A Fellow of the Institute of Food Science and Technology and a Registered Food Safety Principal, Chris is currently working as a consultant in the food industry, using experience and expertise to help others meet their objectives.

Clare Galvani-Neal Head of Product Development Innovation, pladis

Clare brings over 17 years of experience in the food industry, with a diverse background that spans snack foods, petcare, R&D and procurement. Before joining pladis, she honed her skills at Mars, developing a deep passion for product innovation. In her current role she is leading her product development team in developing & delivering global breakthrough innovations across pladis.

Gavin Sharman Product Development Manager, Weetabix

Gavin has 25+ years' food development experience with breakfast cereals and products, he has wide know-how implementing product change from concept through to manufacture across ideation, recipe creation, quality management through to process solutions. Gavin currently leads a team of product developers accountable for delivering recipe change for Weetabix's iconic brands whether that be new products or key renovation



Ecotrophelia dragons, from left to right: Adam Harris, Ash Stretton, Chris Gilbert-Wood. Clare Galvani-Neal, Gavin Sharman, Helen Woolley, Laetitia Rocha, Martin Macfarlane, Matthew Bandar, Nabil El Bouzrati, Peter Headridge, Sam Millar, Verena Schwick, Victoria March, Zoe Fox-Mills

Helen Woolley FMCG R&D Innovation Consultant

Helen has over 28 years experience in the R&D Industry having headed up the International R&D Team at TCPL where she focussed on delivering consumer centric NPD pipelines for both new beverage formats & savoury foods category innovation. Prior to Tata Consumer Products, Helen spent over 20 years at Unilever where she worked across a number of beverage platforms including Global Design & Foodsolutions, and headed up R&D for the AMENA region in the Pepsi Lipton Joint Venture.

Laetitia Rocha Global R&D Internal Capability Director, PepsiCo

Laetitia leads a cultural transformation initiative which spans Global R&D and PepsiCo, anchored in its pep+ strategy. In the last 20 years, she has managed a broad range of projects from front-end innovation, technology innovation to product launch, in Europe and Africa, for several FMCG.

Martin Macfarlane R&D Director, Unilever

Martin has worked for Unilever for 20 years. He originally focussed on ensuring the safety of products and manufacturing for consumers, employees and the environment for various products across Personal Care and Foods. He then moved to Ice Cream R&D, developing recipes and technologies to give new consumer benefits and experiences. After 4 years as Head of R&D for the Europe, AMESAA and NASEA regions in the Pepsi Lipton Joint Venture, Martin returned to Ice Cream where he now leads the Global Ingredients & Formulation Team.

Matthew Bandar Head of Technical – Meat, Fish, Poultry & Eggs, Tesco

Matthew has over 11 years experience in the Food Quality & Technical team at Tesco, following a successful seven-year career within the facilities management sector. At Tesco, he has held various Head of Technical positions across both Fresh & Ambient product areas. Matthew is currently responsible for leading a team within the Meat, Fish, Poultry & Eggs category, managing supplier strategy, supply chain resilience, food quality & safety, as well as close links with sustainability & agriculture initiatives.

Nabil El Bouzrati Chief Engineer for Confectionery, Nestle Product Technology Centre

Nabil has close to thirty years of experience in food manufacturing and operations covering various businesses across a wide cultural and environmental backgrounds.

Currently, he serves as the Confectionery Product
Technology Centre and Strategic Business Unit Chief
Engineer, where he plays a crucial role in shaping the
future of confectionery products. Nabil is responsible
for developing and implementing innovative solutions,
processes, and packaging concepts while also
providing technical support to Nestle factories worldwide.

Peter Headridge CEO, Campden BRI

Peter is the current CEO of Campden BRI and has worked in the food industry for over 30 years. Peter has a pedigree of 22 years of executive experience within the Kellogg company in various technical and commercial roles and latterly was a member of the European Executive Leadership Team. Before joining Campden BRI he was Vice President of R&D, Quality, Nutrition & Regulatory for the EMEA Region at Kellogg.

Sam Millar Director of Quality, Warburtons

Sam Millar is the Director of Quality for Warburtons Ltd, responsible for product and packaging quality, food safety and regulatory compliance. Sam is a Board Director of the Federation of Bakers Ltd, has served as a Board Director for the Cereals & Grains Association (AACCI) and is a Fellow of the IFST as well as the Academy of the International Association for Cereal Science and Technology (ICC).

Verena Schwick Scientific & Regulatory Affairs Senior Manager UK & Ireland, Coca-Cola

Verena has over 15 years' experience in Scientific and Regulatory Affairs in leading food companies including Kraft Foods, Mondelez and Pladis. As a Senior Manager for Scientific & Regulatory Affairs at the Coca-Cola company, her responsibilities include ensuring compliance of formulations, ingredients, products, packages, labels, claims, and communications for the UK, Ireland and European Innovation. Verena is also supporting regulatory advocacy initiatives.

Victoria March Product Development Manager, Sainsbury's

Victoria is a retail product development specialist with 17 years' experience in the food industry. Victoria has spent the last 10 years as a product development manager at Sainsbury's leading the concept to launch process across various grocery and fresh categories including desserts, meat, fish and poultry and most recently prepared ready meals. Victoria has vast experience in the industry having worked on both the manufacturing and retail sides including experience at Greencore, Asda and McDonalds.

Zoe Fox-Mills Senior Technical Manager, Ella's Kitchen

Zoe is head of technical at Ella's Kitchen responsible for the team who ensure quality, safety and regulatory compliance at both ingredient and product level. With over 15 years experience in the food industry including roles at Cadburys and Jordans & Ryvita her true passion is building collaborative technical partnerships with co-manufacturers.

4

Finalist

PRODUCT NAME:

Favafu

DESCRIPTION:

Introducing Favafu, soy-free tofu made from British-grown fava beans. Crafted using traditional Chinese tofu-making techniques, Favafu is a clean-label, allergen-free protein alternative with only three ingredients: fava beans, seawater-derived nigari, and water. It is high in protein and fibre, free from soy, gluten, and GMOs, and has no added preservatives or artificial ingredients. Fava beans are locally sourced and are a sustainable crop, supporting UK farmers and reducing carbon emissions. Our packaging is made from upcycled fava bean fibre left over from production, aligning with zero-waste and circular economy values. With its firm texture, versatile use, and strong sustainability credentials, Favafu offers a nutritious, eco-friendly choice for today's health-conscious, planet-minded consumers.

CATEGORY:

Vegan protein

TEAM:

Favafu

University of Surrey

TEAM MEMBERS:

Xi En Ooi Jingyi Zhang Chatthanit Chanthananan Xin Tze Lim Derryl Ferre Shawn

















Finalist

PRODUCT NAME:

GreenScoop

DESCRIPTION:

Greenscoop RiceBerry Ripple ice cream is a unique combination of brown rice milk and chickpea protein and is free from all 14 main allergens, Halal and suitable for vegans. At GreenScoop, our products are enclosed in fully recyclable packaging and made with local suppliers. Our RiceBerry Ripple ice cream has a punchy raspberry flavour and zesty notes of lemon, with a raspberry coulis running throughout the tub to provide a fruity burst of flavour. Freeze dried raspberries are incorporated to provide variation in texture to contrast the creaminess. The introduction of enzyme treatment on the chickpea protein significantly improves the flavour of our product and provides a unique technicality to the market of plant-based ice cream. Our product targets individual consumers aged 18-34 years who may have an allergy or intolerance or are health or environmentally conscious.

CATEGORY:

Ice cream & sorbet

TEAM:

GreenScoop

University of Reading

TEAM MEMBERS:

Olivia Mills Evie Nendick Clare Olaniyan Jovianne Yip

Emma Hutt







PRODUCT NAME:



DESCRIPTION:

NØM is a vegan, fibre-rich Danish pastry with a sweet strawberry-chia compote. It is delicious and better for the planet. Designed initially to be baked in coffee shops to enjoy on the go, NØM makes plant-based indulgence effortless and delicious. Fortified with wheat fibre, NØM satisfies any sweet tooth with added nutritional benefits. We believe great taste should never be a compromise, and we're confident our product will be the exciting new treat you've been looking for. We've identified a unique space in the market, currently there are no other vegan, betterfor-you berry-based pastries available. Our delicious Danish topped with a vibrant strawberry-chia compote offers a burst of sweet, fruity flavour that is often missing in plant-based pastries. No fruit is wasted using the whole strawberry. Importantly, our product boasts both a 'source of fibre' and a 'reduced sugar' claim, a significant differentiator on the low/ reduced sugar claim (Caines, 2024). Being entirely plant-based allows us to cater to a growing demographic. In the UK alone, the vegan population has significantly increased, with 3.7% of adults now following a vegan diet (Veganising It, 2025). Our commitment to creating a vegan, better-for you product will resonate with consumers, allowing them to enjoy a delicious treat that aligns with their values.

CATEGORY:

Bread and pastry

TEAM:

NØM

University of Nottingham

TEAM MEMBERS:

Zara Grace Isabel Prescott Anika Sahota Benjamin Lee



Finalist

PRODUCT NAME:

Oat 'n About

DESCRIPTION:

Oat 'n About is a low sugar, high fibre and high protein overnight oat pot with a strong sense of sustainability at its core. With a subtle Bakewellinspired flavour profile, this product appeals to a wide audience, bringing the taste of a nostalgic and classic British dessert to breakfast. Not only are the ingredients all locally sourced but the addition of upcycled oat pulp (by product from oat milk production) enhances its sustainability credentials, fibre and protein content. Each oat pot is decadently layered with a yogurt-based, almond flavoured overnight oat mix, almond butter and a luxuriously flavoured layer of chia seed raspberry jam. Finally, the product is topped with a nut and seed mix providing the consumer with an appealing colour difference crunch to the product. Oat 'n About is designed with customers' needs in mind, providing a product that can be eaten on-the-go with strong health and environmental benefits. Stationed in the grab-and-go meal deal section within large retailers and convenience stores, our product is available to all and is competitively priced against alternative 'healthy' breakfast items.

CATEGORY:

Breakfast

TEAM:

Oat 'n About University of Leeds

TEAM MEMBERS:

Amelia Yates
Tilly Glide
Amy Harlow
Holly Mayor
Isobel Monks
Katherine Stronge







Finalist

PRODUCT NAME:

Peelzy

DESCRIPTION:

Peelzy is a sustainable and innovative twist on Tepache, a traditional Mexican beverage. This fermented pineapple drink brings cultural heritage and planet conscious values together. Crafted in small batches from upcycled pineapple peels sourced through our partnerships with local grocers and prepared fruit companies, Peelzy transforms overlooked pineapple peels into a naturally fizzy, gut-friendly beverage with a zesty kick of ginger and lime. Peelzy is naturally rich in gut-friendly microorganisms that support digestive health and boost immunity. It is vegan, allergen-free, and made using minimal resources, ideal for those who are mindful of ingredients and the impact on their bodies and the environment. With a delicate balance of tang, sweetness, and spice, Peelzy is a refreshing way to hydrate on the go, power your gut, and feel good with every sip. More than just a drink, Peelzy is a deliciously responsible revival of tradition combining flavour and wellness.

CATEGORY:

Drink

TEAM:

Peelzy

London Metropolitan University

TEAM MEMBERS:

Katarin Mägi Nikitha Ashwath Gurpreet Kaur Kenny Markham





PRODUCT NAME:

Finalist

Rescue Nests

DESCRIPTION:

Our product gives the pantry staple pasta an eco-innovative twist by incorporating upcycled flour valorised from surplus bread waste. Bread is sourced from local sandwich manufacturers and is dehydrated both for ease of processing and to increase shelf life. Bread makes up 50% of the dry ingredients of our product, with 40% being durum wheat semolina and 10% being vital wheat gluten. This is added to increase the native gluten content, improve texture and increase protein content. The pasta is coloured using surplus vegetables sourced from local farms to add a premium visual element. Sourcing locally helps to reduce waste and raw material costs.

We have two ranges: Radiant Roots and Garden Greens. Radiant Roots is made from a blend of rescued root vegetables such as beetroot and carrots. Garden Greens is sustainably crafted from a variety of leafy greens and herbs such as kale and spinach.

Our product is vegan, high in protein (17g per serving) and a source of fibre. Packaging is comprised of a recyclable paper bag and a compostable clear film window. All the product and packaging components were selected to reflect our brand values of sustainability, luxury at home and protecting our planet!

CATEGORY:

Pasta

TEAM:

Revive

University of Nottingham

TEAM MEMBERS:

Melissa Campbell Katie Wong Joseph Buckley Carrie Wong





Finalist

PRODUCT NAME:

SustainaBalls

DESCRIPTION:

SustainaBalls, are a chickpea, tempeh and grape protein ball filled with a 'carrot top' pesto, covered in a mixed seed outer coating. The product presents a new milestone of valorising food waste through the addition of up-cycled grape skins and carrot tops. Inspired by rustic Mediterranean cuisine, the product features an exciting and balanced spectrum of flavours. The outer dough has a signature texture with a firm bite and notes of tomato and oregano, which are complimented and enhanced by the richness of post-wine production grape skins. This is paired with herby, and earthy notes expressed through the basil and roasted seeds within the pesto, contributing to the overall product texture, flavour, and aroma. The 'first bite' and visual acceptability are amplified through the seed coating, providing an array of colours across the protein ball, alongside textural variation through an elevated crunch.

CATEGORY:

Savoury snack

TEAM:

SustainaBalls

University of Leeds

TEAM MEMBERS:

Sasha Friedenthal Glady Gartland Eleanor Woffenden Freya Smith Giselle Vaughan-Smith Kathrine Savage



Runners up

Entering Ecotrophelia takes time, effort and dedication and this was clearly seen in all the entries that were reviewed this year. IFST and Campden BRI would like to thank all teams for entering. The teams that did not make the shortlist this year were:

Dip'N Crunch - University of Reading

A fun, nutritious kids' snack featuring carrot and sweet potato crackers with a fruit dip, designed to encourage healthy eating for 4–7 year olds.

Heartsmart - Liverpool Hope University

A cholesterol lowering breakfast replacement smoothie high in a range of different types of fibre and plantbased proteins.

KoKu Bites - University of Surrey

Bite-sized triple-layered sustainable crisps that are nutritionally optimal for women's health, consisting of seaweed, tempeh, rice paper, seeds and dried vegetable peels.

Nübites - University of Surrey

A fibre-rich mini wafer bite made from brewery spent grains with a carob chocolate inner coating and smooth chickpea yoghurt filling. The bites are diabetic and vegan friendly.

ReLeaf – University of West London

A no-added-sugar kombucha maize drink which utilises every part of the corn – silk to husk. Flavoured with citrus fruits and spices, each 300ml can provides 6g dietary fibre.

SEAsoned - Newcastle University

Seaweed containing breadsticks with a smoky tofu dip. The product is plant-based, high in protein and is a source of fibre. It is aimed at the healthy snacking market

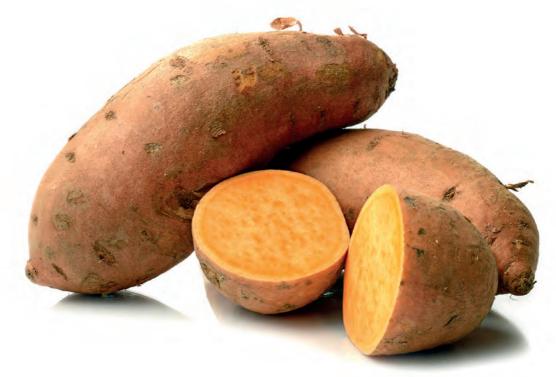
SoyEgg Parcels - Teesside University

A flaky pastry parcel filled with soya chunks and sliced boiled egg seasoned with an Indian dry masala curry style spice mix. Marketed as a sustainable alternative to a scotch egg.

Wonky Whey - Newcastle University

A fermented, naturally sparkling drink containing a natural culture of wild yeasts and bacteria, made with waste ingredients from the cheese and fruit industry.







12

2013

2015

2016 2017 2018

GOLD:

Hearty Meal Harper Adams

SILVER:

Kombu Nations University of Nottingham

BRONZE:

Vejects University of Leeds

Shake n' Spice **CAFRE**

Frushii Campden BRI **GOLD**:

Beri Bar Harper Adams University

SILVER:

Cwitch Circles Cardiff Metropolitan University

BRONZE:

New Wave Seafood Royal Agricultural University

Pot Delights CAFRE

Beans Concoction London Metropolitan University

GOLD:

Medeina Bites PepsiCo

SILVER:

Cauliflower Style Rice Leeds Trinity University

BRONZE:

Duffles

University of Nottingham

Earth's Banquet

University of Nottingham

Kays

Cardiff Metropolitan University

GOLD:

Från Början Nottingham Trent University

SILVER:

El Nacho **CAFRE**

BRONZE:

Hemptations Nottingham Trent University

Apeel

London Metropolitan University

Spent N' Gain University of Nottingham **GOLD:**

Yasai Caulirice Sushi University of Reading

SILVER:

Lagom Veg Nottingham Trent University

BRONZE:

Windfall Jellies London Metropolitan University

Wholesome Donuts University of Reading

Colipop

University of West London

GOLD:

Pom Puffs University of Nottingham

SILVER:

FabaMallow London Metropolitan University

BRONZE:

EcoSea Pizza Cardiff Metropolitan University

Oat-Yog

University of Reading

Fava Bomb University of West London







2019

2020

2021

2022

2023

2024

GOLD:

Venergy

University of Reading

SILVER:

Caruffle

Nottingham Trent University

BRONZE:

Keesh

University of Reading

Cubiies

University of Nottingham

Favalicious

University of Reading

GOLD:

Re-Dessert

University of Nottingham

SILVER:

Plan Up

University of West London

BRONZE:

CocoWaffle

University of Nottingham

Betta Banoffee

University of Reading

Brewers's Brownies

Liverpool Hope University

GOLD:

Libero

University of Nottingham

SILVER:

SeaFuel

University of Reading

BRONZE:

Dino Dips

University of Reading

Edam and Eve

University of Surrey

Re-Gen

London Metropolitan University

GOLD:

Crack(er)ed it

University of Nottingham

SILVER:

FiBar

Manchester Metropolitan University

BRONZE:

Granola Infusions

SuperberryNottingham Trent University

Crumble Up

University of Leeds

Pea-zza

University of Surrey

GOLD:

PlanEat Protein Poppers

University of Nottingham

SILVER:

Super Seed Pesto

University of Nottingham

BRONZE:

Nature's Bliss

Nottingham Trent University

Avocaduo

University of Surrey

EcoBites

Manchester Metropolitan University

Eco-Co

Nottingham Trent University

Inudle

University of Reading

GOLD:

BoozyBalls

University of Surrey

SILVER:

NoDoh

Queens University Belfast

BRONZE:

Marble

Nottingham Trent University

Fidelites

Manchester Metropolitan University

Missing M¿lk

University of Reading

Notti Bites

Nottingham University

Tastry

University of Reading



For more information about past competitions and products visit: www.ifst.org/ecotrophelia/competitions



For further information visit:

www.ifst.org/ecotrophelia www.eu.ecotrophelia.org







