

Britain's favourite fresh produce magazine since 1895



By Michael Barker

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## Swiss underdog claims FLIA gong

### BBQ Grill Mix wins 2014 Fruit Logistica Innovation Award, edging out entries from Britain and Italy



Eisberg Group collect their prize from Fruchthandel's Robert Broadfoot (left) and Fruit Logistica's G erald Lamusse (right)

**A** Swiss barbecue vegetable pack was the shock winner of the 2014 Fruit Logistica Innovation Award.

Eisberg Group's BBQ Grill Mix saw off nine other finalists to claim the prestigious prize, which is voted for by visitors to the Berlin trade show.

The mix is described as a range of convenience products that "offer a simple, easy and light solution for barbecue fans". It consists of washed, sliced ready-to-grill vegetables served in a 100 per cent recyclable aluminium tray. It is sealed with a special film to keep the product fresh.

The company said: "We are really proud to win this award. We are focused on selling in central and eastern Europe but hope now to expand and sell in other countries."

Second place went to Home Harvest Salads' Oriental Mixed Living Salad, which represented Britain's highest-ever finish in the awards.

Third place was Vegetable Crumbs by Italian company Aureli Mario.

Introducing the awards, Robert Broadfoot from Fruchthandel magazine said some 60 original entries had been whittled down to 10 by a panel of international experts. "It is very rewarding to see so much innovation in the fresh produce industry," he said.



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