

Press release

Seeds, chips and bugs to change the food world.

At the fourth edition of Seeds&Chips, The Global Food Innovation Summit, edible insects gets a dedicated area and a spot on the stage.

May 4, 2018 – According to the most recent market survey by Meticulous Research, the edible insect market will be worth almost one billion Euro by 2023. In addition, the European Union recently started the approval process for including insect protein in food, while the US and Canada have already given the green light to use insects in packaged foods. Around the world, everything's coming up bugs. If you are interested in finding out about the future of sustainable, healthy protein, Seeds&Chips - The Global Food Innovation Summit (7-10 May, 2018 MiCo Milano Congressi) is the place to be. A number of *bug start-ups* will be among the exhibitors at the Summit, and Bugsolutely's Massimo Reverberi will provide an overview of the market on the first day of the Summit during the session titled, *Food & Health - The Future of Nutrition*, which starts at 4:30 pm on Monday, May 7th, 2018. For more information on tickets to the Global Food Innovation Summit, visit the website at www.seedsandchips.com.

For foodies, but also for families

From Coop in Switzerland to Metro in Germany supermarket chains are finally catching up with the growing trend of edible insects. The product range is also

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growing and includes energy bars like SENS, www.sensbar.com, who are also showcasing at Seeds&Chips, snack bars from Kriket, www.kriket.be, cricket pasta from Bugsolutely (www.bugsolutely.com), along with insect chips, mealworm tomato sauce, cricket cookies and limitless possibilities for the future. *"We believe the market is ready for insects. We see it not only among consumers with SENS bars, but also when selling cricket flour with Cricket Lab. 2018 is the year of insects!"*, said Radek Husek, CMO and Co-Founder of Sens.

Specialized distributors and retailers such as Alma Eureka are helping to expand the bug market, and other companies are working on optimizing insect farming technologies, like the Nordic Insect Economy (NIE). Alma Eureka and NIE will also be at Seeds&Chips, providing their vision for the edible insect industry to large audience present for the Summit, including thousands of food industry professionals, producers, distributors, media, and investors. *"Because the idea is great, it's getting traction with business angels and venture capitalists. A meat that is tasty, nutritionally rich and easy to produce is an opportunity we should not lose"*, declared Emanuele Torlonia, Scouting Manager of Startupbootcamp FoodTech.

About Seeds&Chips

Seeds&Chips - The Global Food Innovation Summit, founded by entrepreneur Marco Gualtieri, is the largest Food Innovation event in the world and a reference point for food and ag technology. The Summit is a showcase dedicated to promoting innovative food solutions and talent from around the world, with an exhibition hall for innovators to present their work. Together, actors from all points in the global food chain discuss the themes and projects that are changing the way in which food is produced, transformed, distributed, consumed, and recycled. At the 3rd edition of the Global Food Innovation Summit, President Barack Obama made his first post presidency appearance as a Keynote speaker, taking his place among 300 speakers and 240 exhibitors from around

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the world. In four days, the Summit recorded 15,800 visitors and 131 million social media impressions. The fourth edition of The Seeds&Chips Global Food Innovation Summit takes place at MiCo, Milano Congressi, from May 7-10, 2018. Among the speakers scheduled to appear are Former US Secretary of State John Kerry and Howard Schultz, Executive Chairman of Starbucks.

www.seedsandchips.com/

About Bugsolutely

Founded in 2015, Bugsolutely produces a unique cricket pasta which contains 20% cricket flour. The company capitalizes on the high quality and low price of farmed crickets in Thailand, allowing them to provide the Western market with the highest grade edible insect products at an affordable price. Since 2017, Bugsolutely has also had a team in China working on silkworm powder based products.

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