

## **HIFOOD AND CRUST & CRUMB BAKERY WIN “PLANT-BASED EXCELLENCE AWARDS” WITH PROTEIN-ENRICHED PIZZAS**

*The two award-winning pizza concepts are a tribute to the results that can be obtained in innovating food through co-development.*

November 11, 2024 – **HIFOOD** – company specialized in the research, development, and production of natural ingredients, and part of CSM Ingredients group – and **Crust & Crumb Bakery** – the largest manufacturer in Ireland of ambient, chilled, and frozen dough-based products – have won two **Plant-Based Excellence Awards**. The two companies received the awards for their joint submission of plant-based, wood-fired pizza concepts enriched with PROTEIOS, HIFOOD’s Textured Vegetable Proteins, as follows:

- **Gold Medal:** *Protein Woodfired Pizza with Semi-Dried Tomatoes, Basil, and Kale*
- **Silver Medal:** *Protein Woodfired Alt-Meaty Pizza, layered with slow-cooked seasoned mushrooms, alt-meat chorizo and pepperoni, jalapenos, and red onions.*

The Plant-Based Excellence Awards are a comprehensive awards scheme judging new plant-based food concepts and goods for their taste, visual appeal, sustainable packaging and attractive margins, with the aim of championing the excellence coming from the plant-based industry. The awards were announced in preparation for the **Plant Based World Expo Europe**, which will take place in London on the 13<sup>th</sup> and 14<sup>th</sup> November 2024.

HIFOOD and Crust & Crumb Bakery were able to achieve the Gold and Silver Medal together thanks to a strategic collaboration between the two companies. Indeed, by combining Crust & Crumb Bakery’s expertise in crafting pizza bases, topped pizzas, garlic breads, wraps, and flatbreads, with HIFOOD’s knowhow in developing and applying innovative added-value ingredients of natural origin, it was possible to create the two **award-winning pizza concepts**. The pizza bases, in particular, are made with **slow fermented sourdough**, hand stretched and baked to wood-fire perfection on lava stones, **enriched with PROTEIOS**, a Textured Vegetable Protein (TVP) that is all-natural, allergen-free, and GMO-free. This co-development approach, a hallmark of HIFOOD’s way of working, sets a new standard in the plant-based pizza category, underscoring the value of synergy.

*“We are honoured to receive two Plant-Based Excellence Awards in partnership with Crust & Crumb. This recognition not only underscores the groundbreaking potential of our PROTEIOS TVPs in enhancing bakery products but also celebrates the power of collaboration and of co-development”* declared **James Dedman, General Manager UK & Ireland for CSM Ingredients group**.

**Crust & Crumb Bakery emphasized in their statement** that: *“Crust & Crumb is honoured to have won two Plant-Based Excellence Awards—Gold and Silver—recognising our commitment to innovation in plant-based foods. The creation of our protein-enriched, wood-fired pizzas with HIFOOD directly responds to the growing consumer demand for protein-rich, plant-based options. As more people seek to incorporate protein into their plant-based diets, products that deliver both on nutrition and flavour are increasingly important.*



## PRESS RELEASE

*By enhancing our pizzas with HIFOOD's PROTEIOS textured vegetable proteins, we've crafted a product that combines authentic taste with substantial protein content, allowing consumers to enjoy a traditional pizza experience while meeting their nutritional goals. This achievement highlights our dedication to evolving with consumer preferences, delivering high-quality, satisfying options that support balanced, plant-based diets. At Crust & Crumb, we look forward to continuing to redefine plant-based offerings with products that blend artisanal tradition with cutting-edge nutritional innovation."*

As a versatile line of textured vegetable proteins that offers high protein content and is easy to integrate in recipes, HIFOOD's PROTEIOS was indeed considered a perfect fit for Crust & Crumb Bakery's protein pizzas. Free from gluten, soy, and additives, PROTEIOS delivers a neutral taste and aroma and adaptable textures, making it suitable for various plant-based preparations, including bakery goods, sauces, plant-based burgers, seafood alternatives, and more.

**HIFOOD will showcase PROTEIOS and other plant-based innovations at the Plant Based World Expo Europe in London on November 13–14, 2024, at Stand E16.**

### HIFOOD

HIFOOD was founded in 2012 in Parma, in the heart of the Italian "Food Valley", thanks to the intuition of a group of entrepreneurs with a proven track record in the field of natural ingredients. Over the years, the company has developed considerable expertise in the research, production, and application of ingredients of natural origin, offering a wide range of solutions to the food industry, including: fibers and proteins of natural origin, gluten-free cores, additive-free solutions, functional ingredients, innovative fats, and much more. Thanks to HIFOOD team's specialization and experience, the company's solutions can be easily applied in the most diverse areas: from baked goods to meat analogs to sauces, soups, desserts, dairy products, beverages, and more. In February 2022, HIFOOD joined CSM Ingredients group, a leading global food ingredient research and manufacturing company whose mission is to help shape the future of the food industry. For more information: [www.hifood.it](http://www.hifood.it)

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