

# LA PRESSERIE™

## DÉLICIEUX

FOR IMMEDIATE RELEASE

### La Presserie New Plant-Based Dressings Win Big at SIAL Innovation International Competition

*La Presserie plant-based dressings win bronze award for product innovation at the 2022 SIAL Innovation International competition*

April 21, 2022

La Presserie, creator and manufacturer of premium, plant-based food & beverage products, announced today that its new Cold Pressed Plant-Based Dressings and Dips, were named the Bronze Award Winner for product innovation at the 2022 SIAL Innovation Competition in Montreal, Québec.

The **SIAL Innovation** competition is an international event that rewards the most unique innovations in food and non-food related products from across the world.

The award reaffirms La Presserie's uncompromising approach to quality, amazing taste, as well as the innovative nature of their proprietary cold pressing & fresh-frozen technologies.

"We started La Presserie with a vision to create the best tasting, most nutritious plant-based products, period. Our cold pressed plant-based dressings are the perfect embodiment of this idea; one that we hope will set a new benchmark for taste and nutrition." says Adolph Zarovinsky, founder and CEO of La Presserie.

The La Presserie range of raw, cold pressed and unpasteurized plant-based dressings include ten delicious flavours in both fruit and vegetable profiles like Thai Mango, Strawberry Balsamic and Blueberry Mustard, as well as a new range of creamy dressings that reinvent classic favourites like Caesar and Ranch in a plant-based format. Their unique dressings are made from fresh, raw fruits and vegetables and fresh herbs; with no sugar or water added and no artificial ingredients, colours or preservatives.

"We are very proud and excited about this prestigious award", said Sharon Rotzang, Senior Director of Sales and Business Development "To be selected among over 70 participants from around the world, confirms our team's commitment to innovation and speaks to the incredible reception we received from consumers."

"We selected La Presserie's dressings for their simple and natural composition, the use of fresh ingredients and the cold pressed process which adds true appeal to the products and maintains the nutritional essence of the fruits and vegetables." says Sylvia Meo, Nutritionist-Dietician and Jury Member. "Most of all, they stood out through their incredible taste."

#### About La Presserie

Artisans of taste and health, La Presserie creates and manufacturers breakthrough, super-premium, cold pressed, plant-based food & beverage products, for retail and industrial applications.

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Crafted from fresh fruits and vegetables, our artisan-quality cold pressed juices & smoothies, dressings, dips and natural fruit & vegetable concentrations are unpasteurized, with no sugar or water added and no artificial ingredients, colours or preservatives.

La Presserie stands out through our commitment to product innovation, an uncompromising approach to taste and quality, and our proprietary cold pressing & fresh-frozen technologies.

Our state-of-the-art facility in Toronto enables us to deliver old-world authenticity and craftsmanship at scale, creating products that set a new benchmark for taste, nutrition, product safety and clean labeling in plant-based foods. Products that are simply better.

La Presserie is available [online](#) and through select [fine retailers](#).

*Better Nutrition. Made by Nature. Crafted by La Presserie.*

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