

INNOVATION AWARD: POULTRY, MEAT, AND SEAFOOD

Fresh, refrigerated, frozen, smoked, salted or otherwise processed meat, poultry, and seafood products.



ELMIRA POULTRY INC.

BalanceWise Seasoned, Breaded Chicken Fillets with Flax



“Of the 80 or so chicken tenders that I have seen, this is the only one that has a coating that could be considered healthy.”

SUMMARY

The BalanceWise Breaded Chicken Fillet was designed exclusively for the foodservice industry, offering a nutritious menu option to traditional breaded chicken fillets. The whole meat fillets offer a unique nutty flavor, light peppery highlights, and crispy texture.

The breading utilizes flax, which the Foodservice Grand Prix jury found truly innovative. A single serving provides a source of fiber (2g per 100g), Omega 3 fatty acids (0.9g per 100g), and is free of trans fatty acids. As stated by the manufacturer, “This chicken fillet offers health benefits to the consumer without removing the qualities expected from a breaded chicken fillet, a winning combination.”

The judges agreed. “Good taste, plump chicken, and tasty breading. Overall this is an interesting health food that has just about all you could ask for,” stated one jury member. “The product has an excellent mouth appeal, good bite, and the breading is grainy and flavourful,” stated another judge. “This would be an ideal option for someone who is looking for chicken on the menu, but with a healthful twist. . . . Omega 3, No Trans fat, Fibre, these are all innovative factors in the chicken industry.” And yet another: “Very well made and high quality. It tastes great and has a nice breading that sticks to the chicken. The chicken itself is really nice, the Omega 3 and the flax seed is wonderful giving a slightly nutty flavor that I really enjoyed. . . . very unique.”

The product comes in two sealed 2 kg bags allowing the customer flexibility in the quantity opened. The frozen shelf life is nine months.

FOOD PRODUCT CATEGORIES

- Bakery Products
- Beverages (Hot & Cold)
- Condiments, Sauces and Spices
- Dairy Products and Eggs
- Desserts, Snacks, Confectionery, Candy
- Dry Grocery
- Fruits and Vegetables
- Poultry, Meat, and Seafood
- Prepared Soups and Entrees

NON-FOOD PRODUCT CATEGORIES

- Cleaning and Chemical Products
- Cookware and Flatware
- Small Appliances
- Paper, Plastic and Foil
- Tabletop

Flavor, Aroma, or Variety submitted:

NUTTY

PEPPERY