

KING Konjac Sushi 2.0 – Grand Prix Winner of the World's Best Food Innovation Award

A Finnish innovation has brought together two iconic elements of Japanese cuisine—sushi and the konjac plant – to create Sushi 2.0. This unique product has drawn considerable attention in Finland, where it originated, and is now gaining international recognition.

An international jury of food industry professionals selected the KING Konjac sushi base as the winner of the World's Best Food Innovation award in the Alternative Foods category. The prestigious SIAL Paris event is celebrated for its ability to identify future food trends. This award positions KING Konjac among the world's most innovative food companies.

"Our goal has always been to bring the product to Japan, but we're taking a detour through France, which consumes the most sushi in Europe. Both countries value Nordic food quality, health, and well-being," says **Sami Gauffin**, the inventor and CEO of KING Konjac.

Wellness with a Fresh, Tasty Twist

The jury praised KING Konjac for combining the modern consumer's three key demands: great taste, health benefits, and sustainability.

KING Konjac's sushi base offers up to five times more fibre and ten times fewer calories than traditional sushi rice. It's also more eco-friendly, as konjac cultivation requires up to five hundred times less water and produces no methane emissions compared to rice.

This Nordic innovation replicates the texture of sushi rice, delivering authentic sushi flavour using Japanese rice vinegar and sea salt.

Uniquely All-Diets-Friendly

KING Konjac sushi is ideal for anyone who loves sushi but seeks a lighter option. It caters to all dietary needs: omnivores, vegans, gluten-free, diabetics, FODMAP, and keto diets. With just 9 kcal per 100g, it's allergen-free, preservative-free, and colorant-free.

"The wellness trend inspired KING Konjac sushi. It's incredible to bring something to the market that's genuinely beneficial, planet-friendly, and delicious," says Gauffin.

Learn More

KING Konjac – Sushi 2.0 – blends two iconic elements of Japanese cuisine: the globally loved sushi and the lesser-known imperial wellness symbol, konnyaku or konjac jelly. This Finnish innovation, the ready-to-eat King Konjac sushi piece, is a fresh and nearly calorie-free (9 kcal / 100 g) alternative to white sushi rice. Allergen-free and free from preservatives and colorants, these konjac pieces are suitable for everyone: omnivores, vegans, gluten-free, diabetics, FODMAP, keto diets, those seeking lighter options, and anyone who values good taste and wellness.

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