

MartinoRossi at SIAL Paris 2026 with a retail offering focused on inclusivity, innovation and new consumption trends

At SIAL Paris 2026, taking place from 17 to 21 October at the Parc des Expositions in Paris, MartinoRossi will showcase its retail portfolio and latest innovations at **Hall 5A – Stand D218**, reflecting the company's expertise in the selection and processing of cereals and pulses and in the development of innovative, free-from and plant-based products.

Know-how across the entire portfolio

MartinoRossi's identity is built on a broad set of complementary capabilities: control over its supply chain, specialist expertise in developing products free from gluten, soy and other allergens, and extensive experience in the plant-based sector. The company translates this know-how into products designed to respond to evolving eating habits, the demand for greater inclusivity and a wide range of consumption occasions.

At SIAL Paris, this expertise will be showcased through a diversified portfolio of brands and products designed to address evolving consumer needs across different moments of the day, from breakfast and snacking to main meals. The result is an offering created for different needs and lifestyles, combining taste, convenience and variety.

This approach is embodied by **Beamy**, with its plant-based mixes and ready-to-use sauces; **Mr.Beans**, with sweet and savoury snacks and spreads made from Italian pulses; and **Goodly**, whose wellness-focused range includes plant-based protein powders, high-protein pancake and mug cake mixes, and the new oat-based spread. Among the latest developments in the Mr.Beans range is the **Cheese Flavour savoury snack, now 100% plant-based thanks to a fully vegan cheese flavouring**.

The portfolio's focus on innovation is also reflected in the **SIAL Innovation Awards 2026**, where two MartinoRossi products have been selected as finalists: the **Beamy Plant-Based Carbonara Sauce** and the **Goodly Oat Spread**.

Beamy expands its range with a new instant hummus mix

Among the innovations presented at SIAL, **Beamy is expanding its range of mixes with a new instant hummus mix**. The product brings together some of MartinoRossi's core areas of expertise: its in-depth knowledge of pulses, its plant-based and free-from approach, and its ability to develop simple and convenient solutions.

The result is an **allergen-free, versatile and easy-to-prepare mix** that makes it possible to prepare hummus **in just a few simple steps, by adding only water and vegetable oil**. An immediate solution for everyday consumption, it further expands Beamy's portfolio of plant-based products.

From corn expertise to a new market segment

The second innovation showcased at SIAL is a **white corn flour specifically developed for preparing arepas**, the traditional corn-based food widely consumed across several Latin American countries.

With this product, MartinoRossi is bringing its know-how into a new retail segment for the first time: **ethnic food**, applying its long-standing expertise in corn selection and processing to new culinary traditions and consumption occasions.

The project therefore follows two complementary directions: on the one hand, continuity with a raw material deeply rooted in the company's history and expertise; on the other, expansion into a market that MartinoRossi has not previously addressed.

International food specialties are progressively moving beyond their traditional niche and gaining greater visibility on the shelves of major European retailers. MartinoRossi is responding to this evolution by bringing its corn expertise into a new consumption category, at a time when demand for ethnic foods to prepare at home continues to expand, encouraging retailers to broaden their dedicated ranges.

A positioning aligned with emerging trends

MartinoRossi's presence at SIAL confirms the direction the company has taken in recent years, responding to a market that is increasingly attentive to emerging trends and diverse dietary needs. Through plant-based innovation, its controlled supply chain and a portfolio focused on inclusivity and clean-label products, the company demonstrates its ability to **interpret changes in the market and anticipate the evolving needs of today's consumers.**