SIAL INNOVATION

Shanghai 2025 · Guangzhou 2026

Two Seasonings Recognized at SIAL

Fish Tea Rub won SIAL Innovation Gold in Shanghai in 2025. A year later, Sichuan Bagel Seasoning placed in the top five at SIAL Guangzhou.



Fish Tea Rub and its SIAL Innovation Gold recognition in Shanghai.

Tea, Pepper and a New Way to Season Fish

Fish Tea Rub pairs the floral aroma of black tea with the citrus notes of Sichuan pepper. The combination gives chefs a way to add a tea fragrance to seafood, with gentle warmth at the finish.

A Sichuan Take on a Bakery Favorite

Sichuan Bagel Seasoning brings toasted sesame and the tingle of Sichuan pepper to a familiar bakery blend. Its top-five recognition in Guangzhou followed the Shanghai gold for Fish Tea Rub.

SIAL Innovation brings shortlisted products to the attention of trade buyers. An independent jury of food industry professionals assesses the innovations, giving buyers a chance to discover unfamiliar products and the ideas behind them.