

THE SANA NOVITÀ AWARD: MORE THAN 500 PRODUCTS TAKING PART PLUS PRIZES AWARDED BY #BLOGGERFORSANA.

Bologna, 9th September – **SANA NOVITÀ** is set to return with over 500 products competing, submitted by the exhibitors (a maximum of three entrants per category) from those launched on the market since 2015. With this initiative, visitors this year will face a difficult but stimulating task. Professionals and members of the public attending the event are called to vote for the winning products of the 2016 edition of the **Prize**.

SANA NOVITÀ, the showcase that BolognaFiere makes available for exhibitors to provide greater visibility for their products, welcomes visitors to its entrance at the Fair in the Service Centre, offering the possibility to discover new products or extensions to recognised lines, redeveloped packaging and modifications to the ingredients of existing articles.

The prize will be assigned to the three trade categories of the event - Organic Food, Natural and Organic Body Care and Green Lifestyles – for the products that stand out in the eyes of the public. The products must have been introduced to the market since 2015 and submitted by exhibiting companies with each company able to enter a maximum of three products per category.

The **award ceremony** for SANA NOVITÀ 2016 is due to take place on **Sunday 11th September at 4pm** in the area dedicated to the Exhibition at the Service Centre: the sponsor **BIORFARM** will reward the winners with the annual adoption of an organic fruit tree, including its yield. BIORFARM is the first digital platform that enables the adoption and gifting of fruit trees online, users can follow their trees' development and organic cultivation through a personal account using their PC or any digital device, while they will also receive fruit from their adopted tree brought to their home.

Alongside the awards voted directly by the public at the totems situated around the Fair, will be **#BloggerForSana**, the special prize awarded by the 6 official bloggers for the event to their favourite products, those that stand out for their creativity, beauty and quality.

The official bloggers for SANA 2016 are: for the Food section, Samantha Albornò of **Cucina Samantha** and Giulia Giunta of **La Mia Cucina Vegetale**; for the Personal Care section, Elenia Murgano of **Misshaul** and Maria Carmela Trovato of **Il mio make up**; for the Green Lifestyles section Rebecca De Conti of **Green Planet** and Daniela Ferrari of **Going Natural**.

For information

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