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Paladin brand won the **second place in the prestigious international Gulfood Awards** for "Best Innovative product", for its Hot Sauces with fruit.

"This award attests the quality of the products we are putting in the market and Paladin's innovative capacity," Carlos Gonçalves, Mendes Gonçalves CEO said.

Paladin's hot sauces with fruits are the result of the brand's strong commitment in research and development of new flavors and seasonings that keep up with the latest food and lifestyle trends.

"Paladin is permanently researching, in order to create new seasons that may result in different gastronomic experiences to contemporary consumers. Each year we develop approximately 50 new sauces. Only the best are placed on the market, like these hot sauces. But there are many others, like our fruit vinegars, our special steak sauce or our honey mustard," continues Carlos Gonçalves.

On the other hand, "this recognition of Paladin in the Gulfood Awards will help the brand to strengthen its positioning and reputation in the Middle East and Dubai markets and to achieve internationalization goals," Carlos Gonçalves said.



BEST NEW FAST FOOD PRODUCT OR INNOVATION

AWARDED TO

MENDES GOMES

MARK NAPIER
EXHIBITION DIRECTOR, GULFOOD

CHAIRMAN OF
THE JUDGING PANEL



About Gulfood Awards

Now in their 5th year, the Gulfood Awards, recognize and champion innovation, the highest levels of services, behind the region's exceptional food and drink industry. The awards are

organized in an annual basis by the Dubai's Gulfood International biggest food and hospitality industry trade show in the Middle East. The awards were judged by an international panel of independent industry experts and attracted more than 250 entries from 19 countries.

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