

Five Asia Pacific Startups Selected for Healthy Snacks Challenge 2027

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Selected Asia-Pacific innovators will take part in Snacks Hack Week in Singapore to develop and showcase better-for-you snack concepts



AAK, Bühler, Givaudan and Ingredion announced the five companies selected to participate in the Healthy Snacks Challenge 2027, a collaborative innovation program designed to accelerate the development of healthier, appealing and commercially viable snack solutions for consumers across the Asia Pacific region.

Anomaly Bio, Singapore, develops whole-food protein–fibre ingredients through submerged fermentation. Pruv supports human nutrition across 9+ approved markets. Anomaly's processing innovations further enable ambient supply chains across multiple moisture levels.

Agro Ludens, Japan develops Comeat, a rice- and koji-derived mycoprotein made through solid-state fermentation, offering a high-protein, low-fat, gluten-free ingredient with natural umami and meat-like texture.

Coa & Co, Singapore, creates fermented, shelf-stable ingredient systems and protein-rich chocolate clusters using solid-state fermentation to improve protein quality, fibre content, digestibility and satiety in everyday snacks.

Protoga, China, produces microalgae-based ingredients, including chlorella protein made through heterotrophic fermentation, delivering a plant-based complete protein option that is cholesterol-free, lactose-free, gluten-free and naturally non-GMO.

ROA Midnight Pte Ltd, Singapore, using ingredients such as avocado, house-made brown rice milk and psyllium husk, RÓA creates indulgent, tasty products free from major allergens and is now pushing beyond 'free from' towards cleaner-label, higher-fibre and more nutritionally purposeful snacking.

The selected companies will participate in concept validation and technical discussions with the four program partners from October to December 2026. They will then travel to Singapore for Snacks Hack Week from January 18–22, 2027, where they will work with technical, product and innovation specialists to develop, test and refine their concepts.

The week will conclude with the Finalists Demo Day on January 22, 2027, where finalists will present their innovations and offer product tastings. Following Demo Day, three companies will be selected for the Top 3 Showcase and the opportunity to access further development support through the partners' laboratories.

The Healthy Snacks Challenge was created in response to changing consumer expectations. Across the region, consumers are looking for snacks that offer improved nutrition, affordability and sustainability while continuing to deliver compelling taste and texture.

The challenge invited startups and SMEs across Asia Pacific to submit technically testable products, ingredients, formulations or technologies relevant to formats such as baked, extruded, puffed, coated, fried, filled, bar-type and hybrid snacks.

Relevant health and nutrition propositions included higher protein or fibre, lower sugar or salt, reduced saturated fat, improved fat profiles, cleaner labels, plant-based ingredients, functional nutrition, and the use of whole grains, pulses, nuts or seeds.

Each selected company demonstrated a clear better-for-you nutrition proposition, meaningful innovation and the technical readiness required to develop and validate its concept in a practical innovation environment.