

SANA NOVITÀ, HUNDREDS OF PRODUCTS ON DISPLAY AT THE EXHIBITION

Sana Novità continues to grow, offering the exhibiting companies a further opportunity to raise their profile and enabling visitors to discover the most innovative products in the sector and vote for their favourites.

Bologna – **SANA Novità** returns to light up the Service Centre of the Exhibition Centre with a showcase of the most innovative products presented by the exhibitors. Among the new proposals will be restyled versions of existing lines, reinterpretations of ingredients and recipes, for a total of **over 950 products** at the exhibition in the three sections: Organic Food, Natural and Organic Personal Care and Green Lifestyle.

Visitors will once again be able to vote for their favourite products and the winners will be presented with the **SANA Novità Award**. The three top products will win a prize from **Biofarm**: one year's harvest from an organic fruit tree that will be delivered directly to the winners.

Biofarm, the partner of the initiative, is a digital platform that enables users to adopt an organic fruit tree, the "adoptive parents" can follow the growth and care for the tree from a distance and receive its fruit delivered directly to their home.

The award ceremony is scheduled for **Sunday 9 September at 4.00pm** and will once again include the involvement of the team of official bloggers at SANA: Michela Dessì of **Cr_eative** and Giulia Giunta of **La Mia Cucina Vegetale** for the Food area, Elena Rossi of **Vanity Space** and Valentina Romani of **The life of a bee** for the Personal Care area and Raffaella Caso of **Babygreen** and Selene Cassetta of **Viaggio Sostenibile** for the Green Lifestyle section.

Following the presentation of the awards to the products selected by the public for the SANA Novità Award, it will be the turn of the award **#BloggerForSana** that acknowledges the products in each category that have made the greatest impression on the bloggers in terms of their creativity, aesthetic appeal and innovation.

Website

www.sana.it

Social Media

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna) – [Twitter.com/sanafiera](https://twitter.com/sanafiera)

[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere) – [Instagram.com/Sana_fiera](https://www.instagram.com/Sana_fiera)

Press Office SANA

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