





HEALTH INGREDIENTS

23-24 NOVEMBER 2021 - RAI AMSTERDAM

FREE FROM • VEGAN • ORGANIC • FUNCTIONAL • INGREDIENTS











WWW.FREEFROMFOODEXPO.COM

#### Parallel organized with:



BIODEGRADABLE • RECYCLABLE • BETTER PLASTICS • CARTON/PAPER



**Venue: Amsterdam RAI Exhibition Centre** 



## VISITOR PROFILE

Country Pavilions of the United States, Austria, Finland, Korea, Denmark. Innovation Pavilion by Wageningen University, Organic Trade USA/OTA Pavilion, Start-Up, Seaweed Pavilion, Protein Cluster Pavilion, NewComers and Best Free From & Vegan Pavilions.







Each edition again, **Europe's Free From Functional Food trade show** is attracting more high qualified and focused Food Professionals working with Retail, Industry, Food Service, Bio Chains and more distribution channels like Catering, Horeca, Hotels and Online, sourcing healthy, trendy and fancy food categories and claims like:

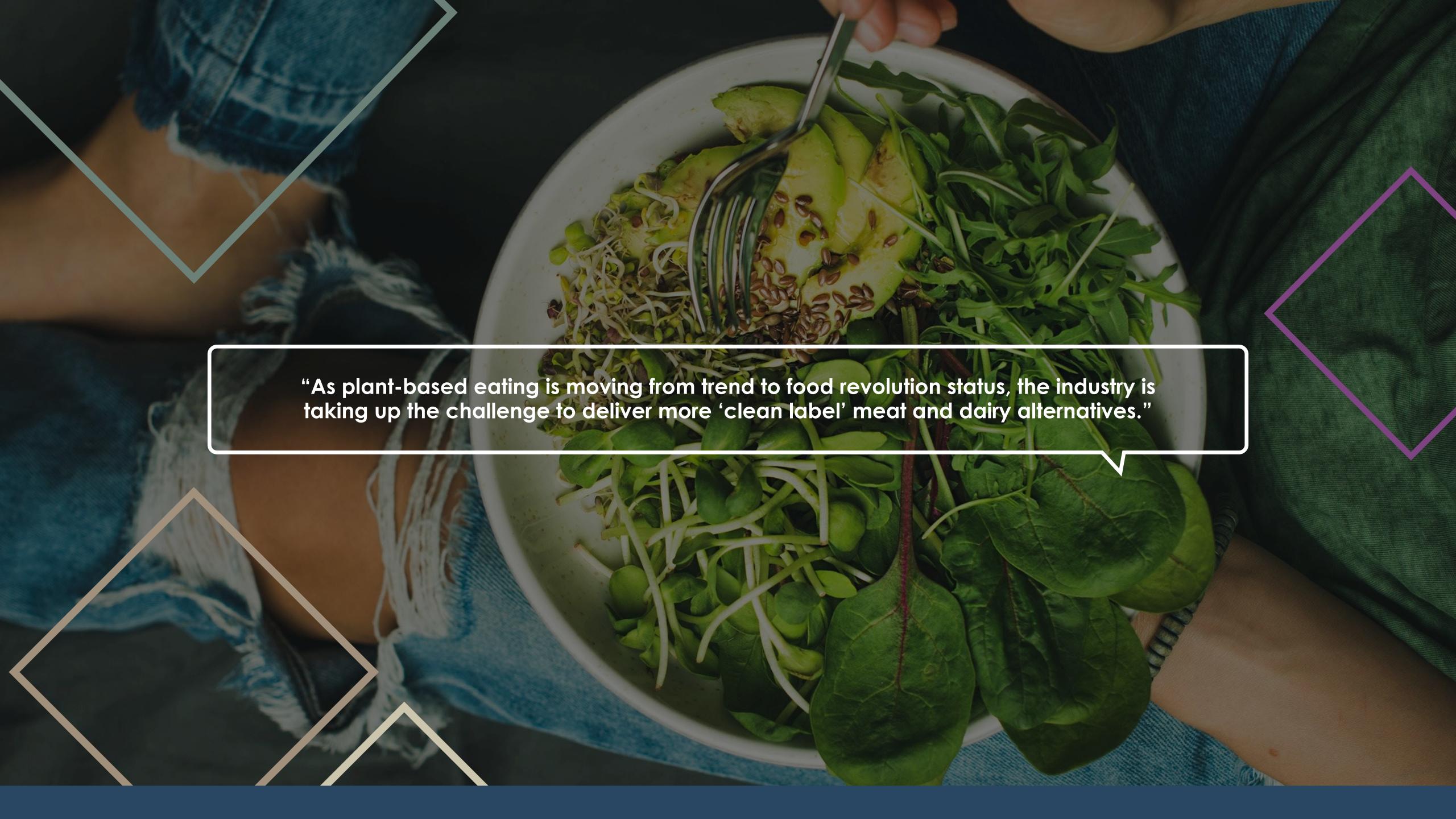
Gluten Free
Lactose Free
Dairy Free
Sugar Free
Meat Free
Meat Replacements
Plant-Based
Vegan
Low Carb
Replacements

Fat Free
GMO Free
Soy Free
Chemical Free
Additives Free
Natural
Organic
Healthy Ageing Food
Nutritional Supplements
Sports Food & Beverages

Palm Oil Free
Wheat Free
Egg Free
Allergen Free
Protein Snacks
Sport Bars
Brain Food
Diet
Omega 3
Vitamins







### TRADING PLATFORM STRONGHOLDS COVERING



### FREE FROM

The Free From Food business is growing rapidly, becoming mainstream and offers more space on the supermarket shelves.



### **VEGAN**

Vegan is one of the fastest growing Free From categories and with an increase of 500% of vegan and vegetarian products, more than a trend!



### **ORGANIC**

Organic and Natural
Products are back ad
trendy in the conscious
and healthy mindset of
the consumer.



### FUNCTIONAL

Functional Food is adding performance and health benefits for vegans, sports lifestyle and healthy ageing.



### **INGREDIENTS**

Ingredient solutions at the expo offers the opportunity for brand owners and food technologists or for retail and industry to develop new free from products and expand with new in-trend products.









"Strong focus centers on food innovation that supports consumers who are managingcareers, families and social lives while striving to maintain healthy lifestyles."





**25%**GROWTH each edition

85%
RE-BOOKINGS

2013

1200m<sup>2</sup> Event Space

2021

9000m<sup>2</sup> Event Space in 3 days

Organized bi-annually North and South editions:

- Freiburg 2013 & Brussels 2014
- Barcelona 2015 & Amsterdam 2016
- Barcelona 2017 & Stockholm 2018
- Barcelona 2019 & Amsterdam 2021

Sao Paulo July 2021 - Barcelona June 2022.

Registered Visitors

930 visitors

2013

more than 67 different countries

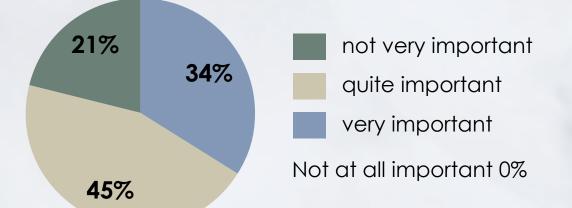
7.800 Visitors from



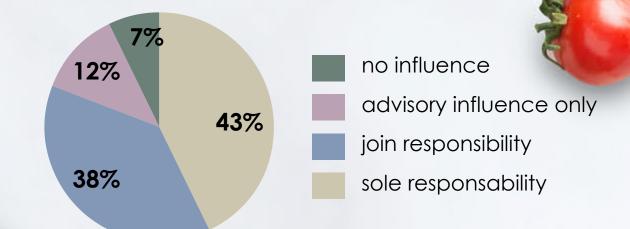




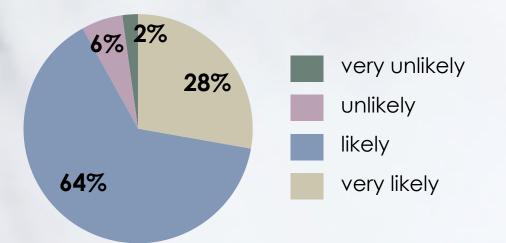
Some things in business are more important than others. Overall, how important is it to your business that you visit the show?



What kind of purchase role do you have in your company?



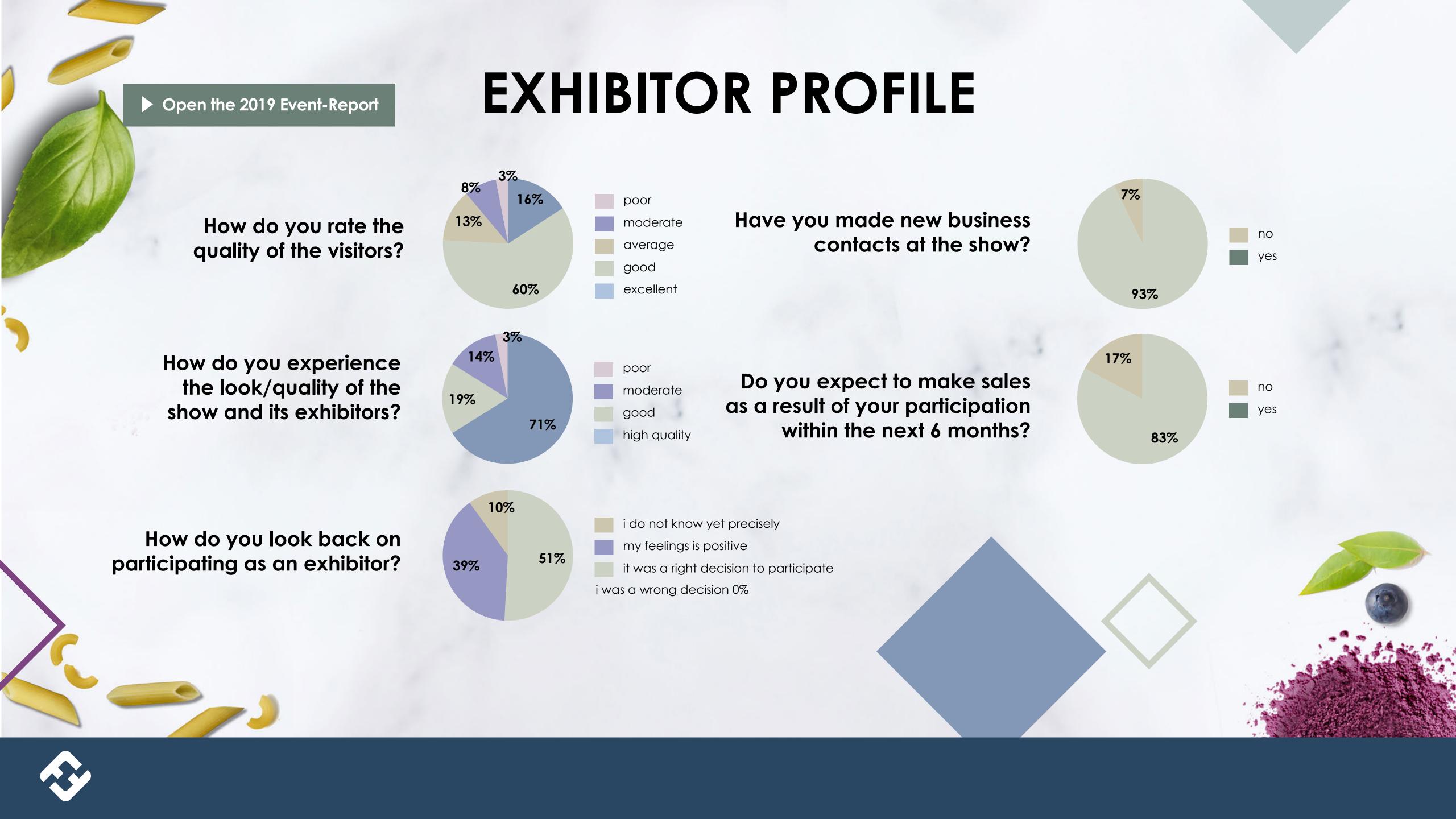
How likely are you to do new business with an exhibitor or visitor you met at the show?



"Health drives plant-based diets: More than ever, consumers are watching what they eat and choosing health above all."









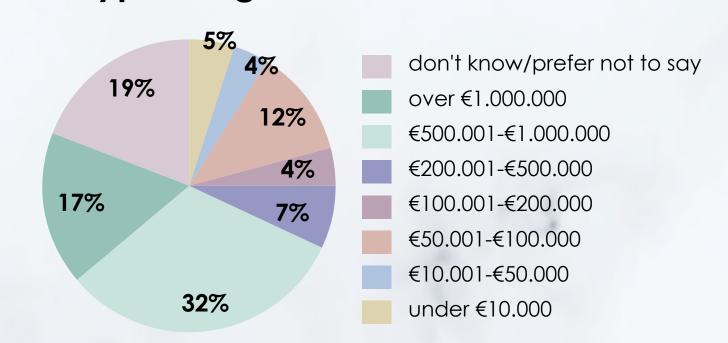


### VISITOR PROFILE

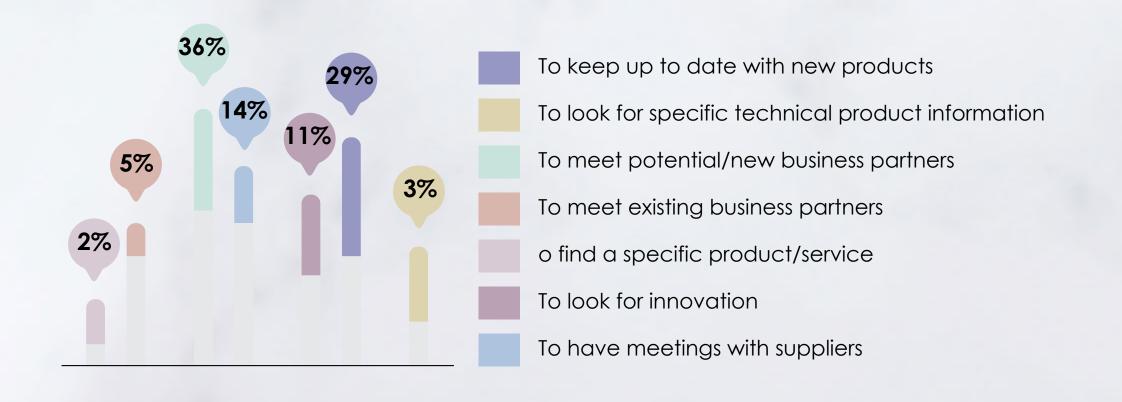
### What is your job function?



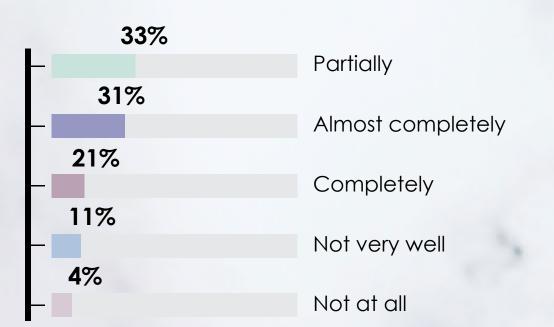
### What is your department's annual spend on the types of goods/services exhibited?



What are your MAIN objectives for attending this show?

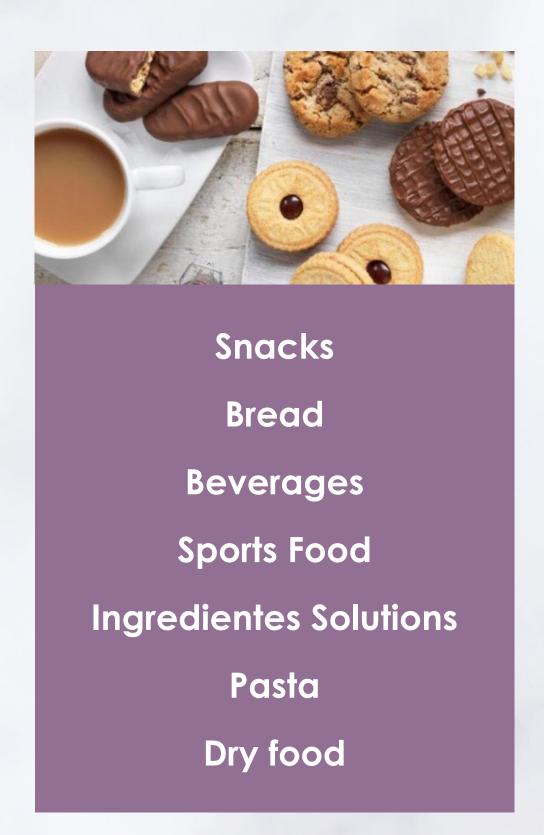


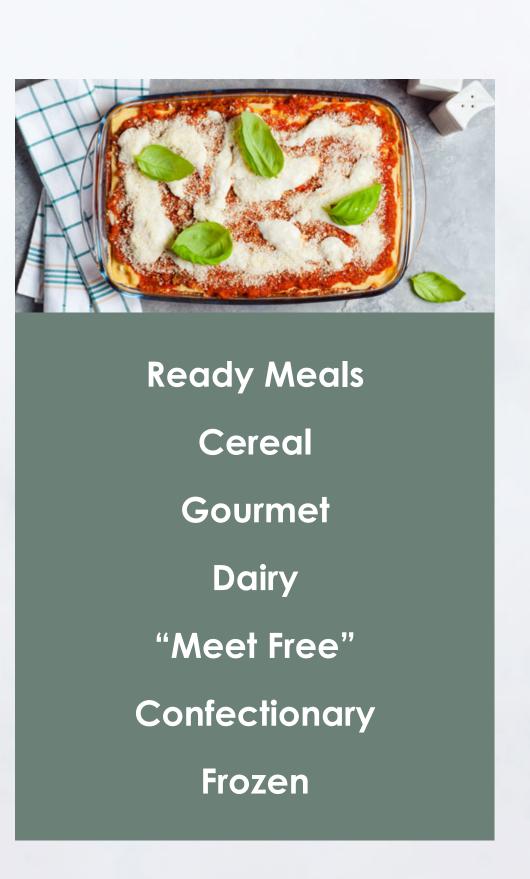
### Overall, how well did you meet your objectives?

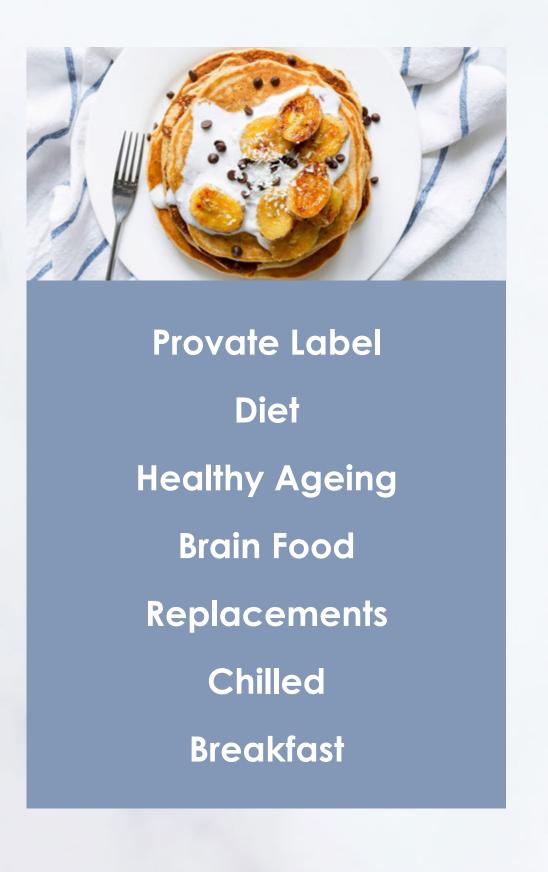




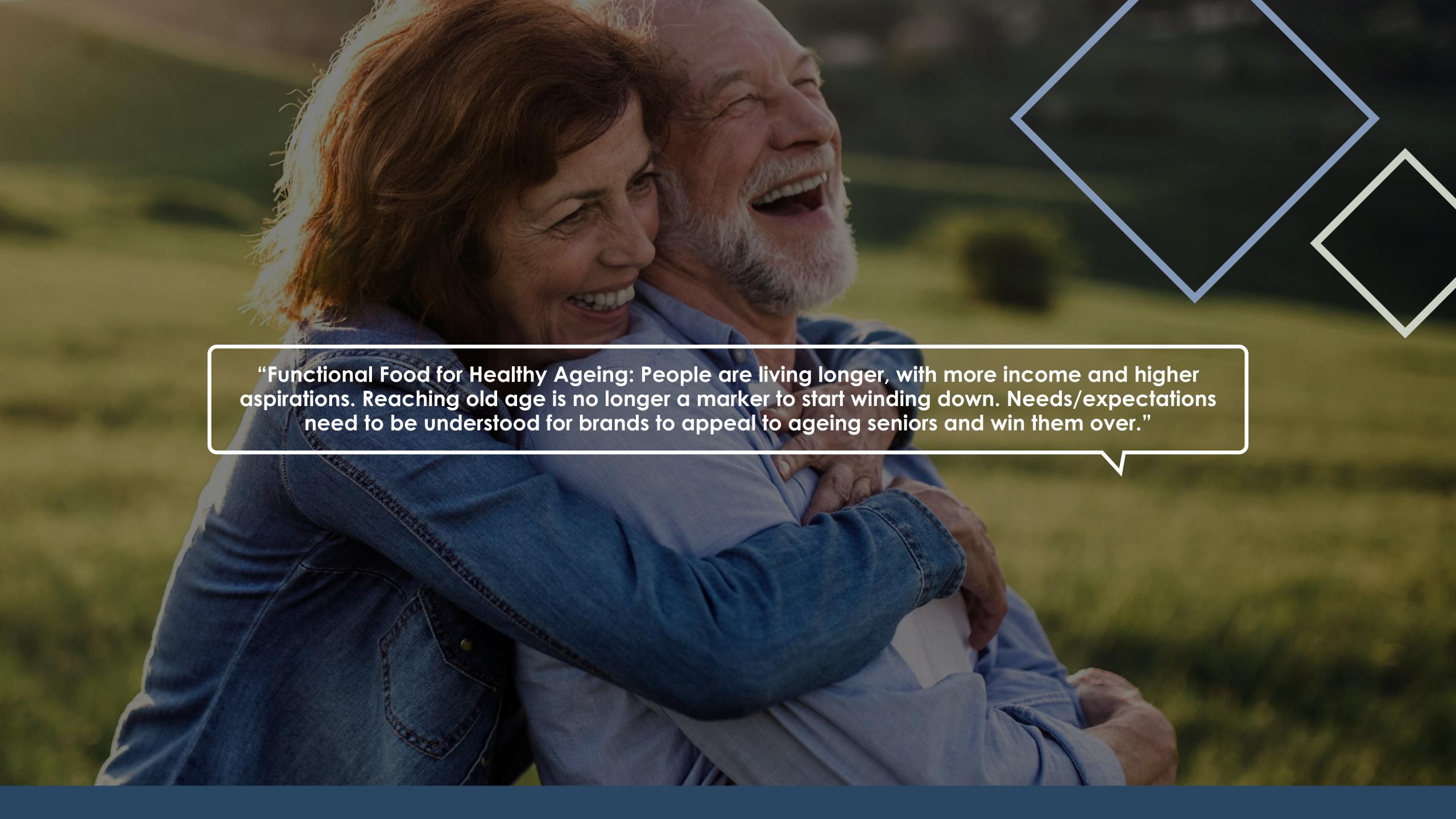
### Highly Focused Visitors Doing Better Business











# The continuing growth of Free From

### Avoiding food allergens and ingredients linked to intolerances is commonplace in Europe

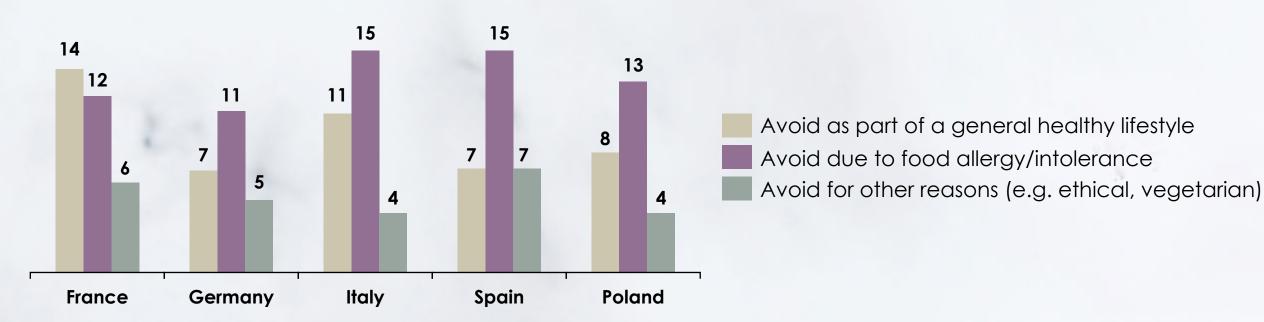
Select European countries: "l'avoid select food/ingredientes", % of consumers who agree, 2008 G4

### 

Dairy: consumers avoid dairy due to allergy/intolerance

Many consumers seif diagnose food allergy/intolerance

Select European countries: Reasons for avoindind DAIRY, % of consumers who agree, 2008 G4

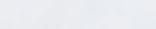


Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel



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Source: Lightspeed/Mintel



61% of respondents said they consumed Food 0% Lactose in search of Healthier Food

**Lactose Intolerance** 





Interactive Platform to network and connect, JOIN US!

## Online Virtual Sumit Meetings

### SERVING THE FREE FROM COMMUNITY ONLINE: DOING BETTER BUSINESS!

A proven effective online Free From Virtual Summit.

An intelligent forum facilitating frequent series of webinars and matchmaking sessions for networking, to share insights and content, learn, make new business contacts and plan private meetings through data driven access. Doing Better Free From Business. See you online!

FREE FROM VIRTUAL SUMMIT: 24-26 NOVEMBER 2020:

39.000+

550+

495

exhibitor profile views

online meetings

online exhibitors

How did your rate the quality of the meetings?

83% Excellent - Good

Are you satisfied about the quality of your meetings?

74% Excellent – Good







Agility& Practicality Cost Benefits Sustainability

Exclusive portal with practical menu of locations and stand assembly. Easy to your marketing and operations departments to bring more agility and maximize your results at the event.

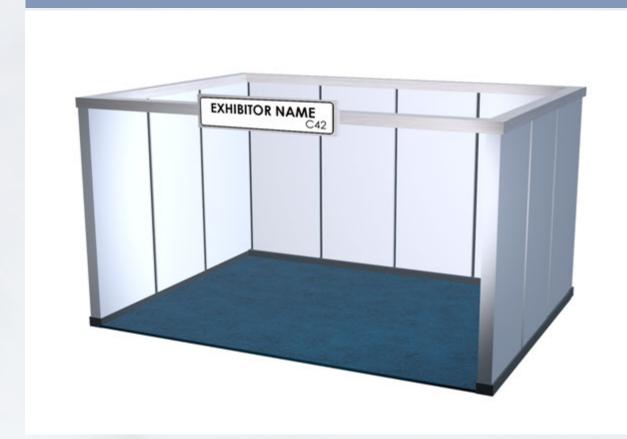
"The gluten-free lifestyle is becoming increasingly 'normal'. Half of the respondents are cutting gluten from their diet without intentionally setting out to do so."





### Stand Building Options and Exhibiting Exposure

#### Standard shell scheme



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)

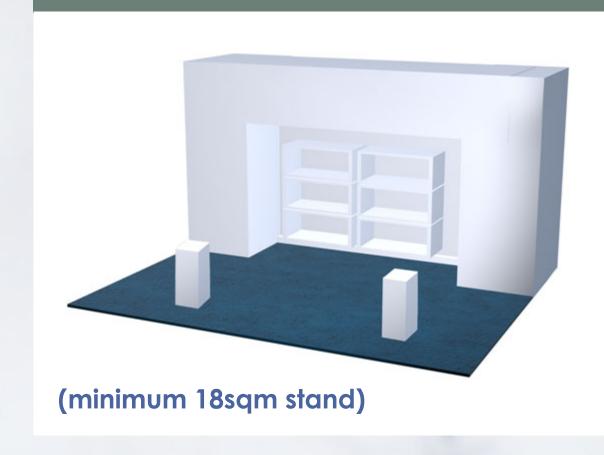
Contact us for a price indication

### **Fully Fitted Package**



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)
- Daily cleaning
- Furniture package with 1 desk
   (counter), 1 table and 3 chairs

### **Excellent Stand Building Package**



- Handmade, wood and finished painted wall Panels
- Carpet tiles
- 2 counters
- 3x4 product shelves
- 2 spotlights on top of the walls
- Full page advertisement in catalogue





### Stand Building Options and Exhibiting Exposure

### **Exposure Stand Building Package**

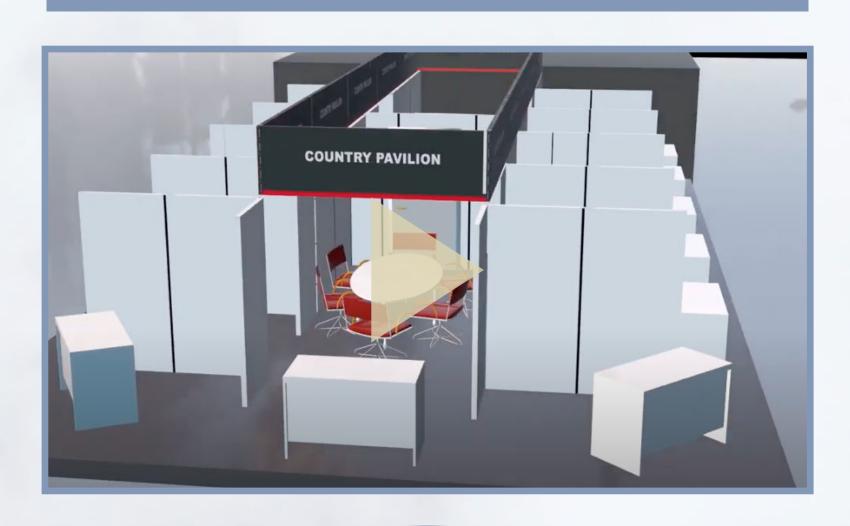


Large back wall panel, eye catcher

100% graphic panel in wooden frame



### **Country Pavilion**







### Available stand locations at the floorplan



Open the Up-to-date Floorplan





PLANT PROTEIN



#### **#GREEN APPEAL**

Organic, GMO-free, vegan, vegetarian



#### #FREEFROM

Dairy, lactose, gluten, sugar, carrageenan, preservatives



#### **#HEALTH BENEFITS**

Source of natural protein, fiber, added functionalities



#### **#PREMIUMIZATION**

Texture and taste is what determines success for meat and dairy alternatives



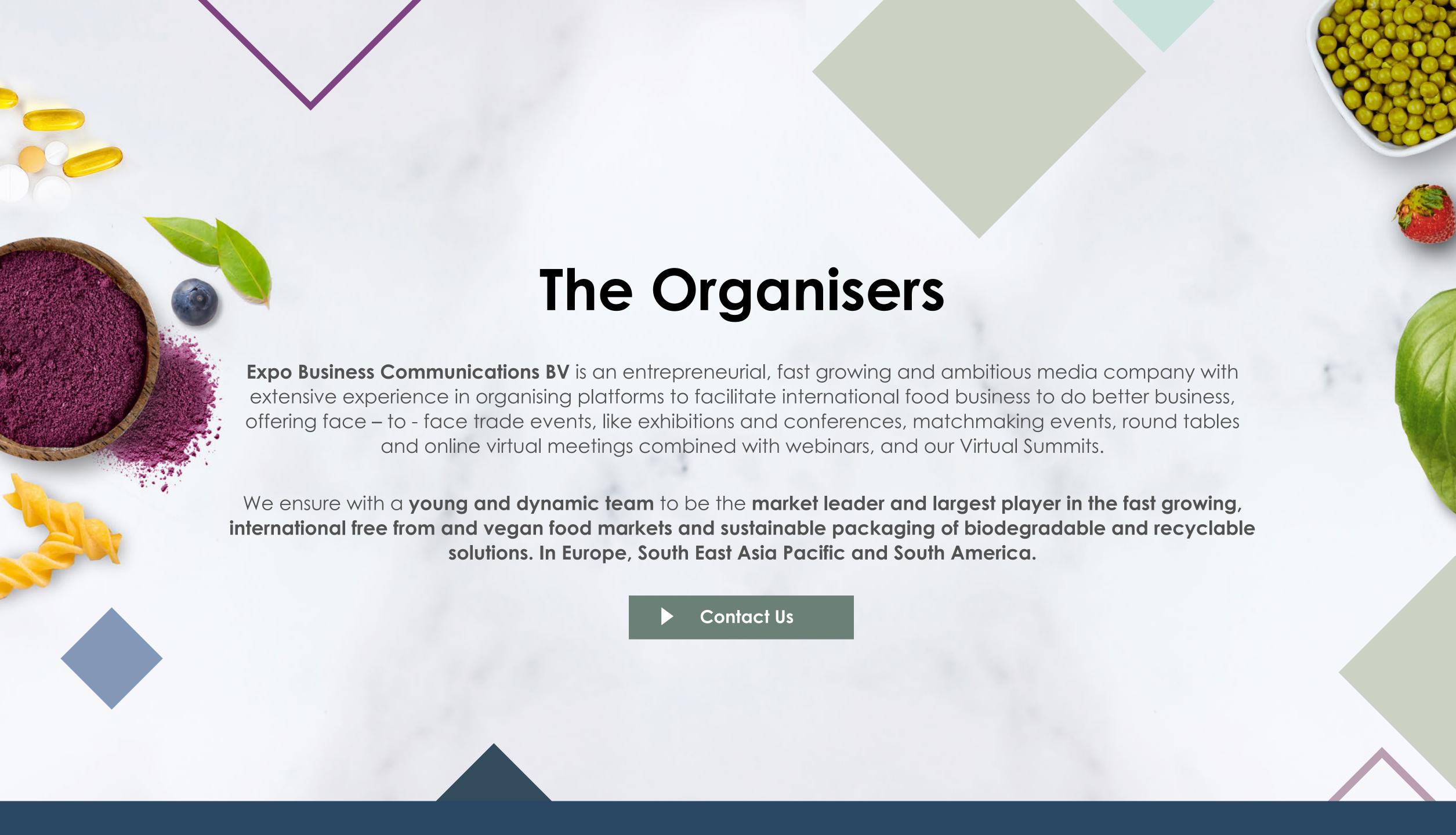
### #NOVEL PACKAGING

On-the-go, designs, interaction with consumers

#### **#SUSTENTAINBILITY**

Environmental/anim al welfare concerns related to dairy







### Co-organising partners:



(Sao Paolo)



(Bangkok)

