



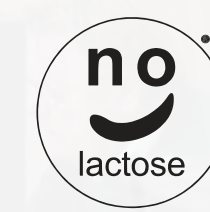
FREE FROM FOOD & HEALTH INGREDIENTS

BROCHURE

RAI AMSTERDAM - 21-22 NOVEMBER 2023



amsterdam.freefromfoodexpo.com



FREE FROM PLANT-BASED VEGAN HEALTHY ORGANIC FUNCTIONAL INGREDIENTS



THE MOST FOCUSED AND DEDICATED
FREE FROM TRADE SHOW INITIATED
BY INDUSTRY AND RETAIL



EVENT PROFILE

Free From Food & Health Ingredients is Europe's only dedicated free from and functional food trade show and conference. This expo is the key place to source the very latest in new product development and trends. Free From Food & Health Ingredients serves as a bridge between free from functional food suppliers and free from buyers from Europe's top retailers, R&D, food service, bio, health and other free-from distribution channels.

5000+

Food Professionals

250+

Exhibitors

10000+

Products and
Brands

50+

Key-Note Speakers

3

Conference
Theatres

Each edition again, Europe's Free From Food & Health Ingredients 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:

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

Fat Free
GMO Free
Soy Free
Chemical Free
Additives Free
Natural
Organic
Healthy Ageing Food
Nutritional Supplements
Ingredient Solutions

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



"The gaining free-from and vegan movements have resulted in a significant upsurge in the plant-based food and drink markets across Europe."

TRADING PLATFORM SEGMENTS



Free From

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



Plant-Based

The gaining free-from and vegan movements have resulted in a great upsurge in the plant-based food and drink markets across Europe.



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!



Healthy

Today's health-conscious consumer is driving all new dietary habits. They are passionate about embracing health in many aspects of their lives, and food is a huge part of this.



Organic / Natural

After decades of industrializing the food industry, organic and natural products and agriculture are returning as a trend in the industry.



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.

FREE FROM FOOD EXPO

EUROPEAN DATA

>34%

Growth each edition

45%

Re-Bookings

2013

1200m²
Event Space

2022

9000m²
Event Space

Annually organized
North and South editions:

- Freiburg 2013 & Brussels 2014
- Barcelona 2015 & Amsterdam 2016
- Barcelona 2017 & Stockholm 2018
- Barcelona 2019 & Amsterdam 2021
- Barcelona 2022 & Amsterdam 2022

Registered
Visitors

930 visitors

2013

2022

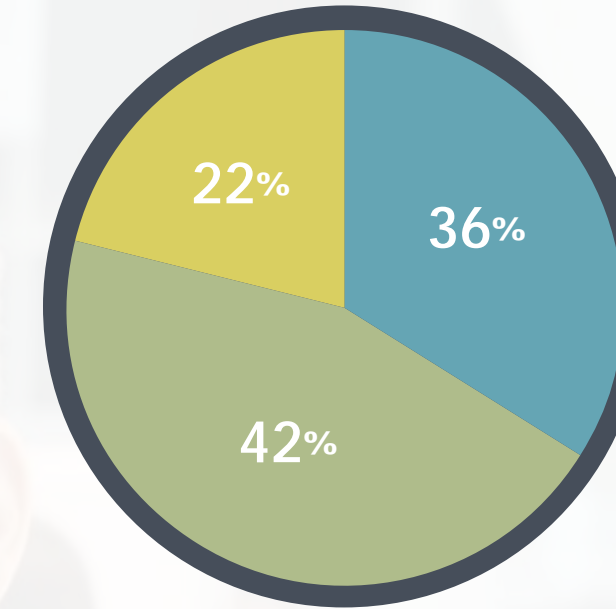
9.142 Visitors from
110 different countries



VISITOR STATS

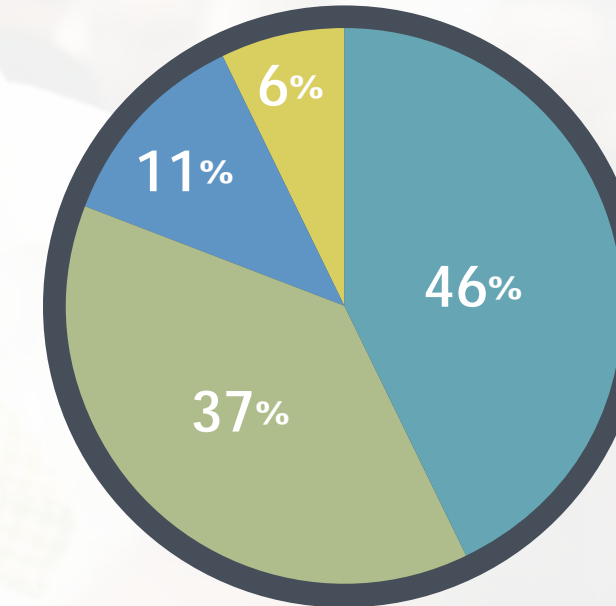
"Health drives plant-based diets: More than ever, consumers are watching what they eat and choosing health above all."

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



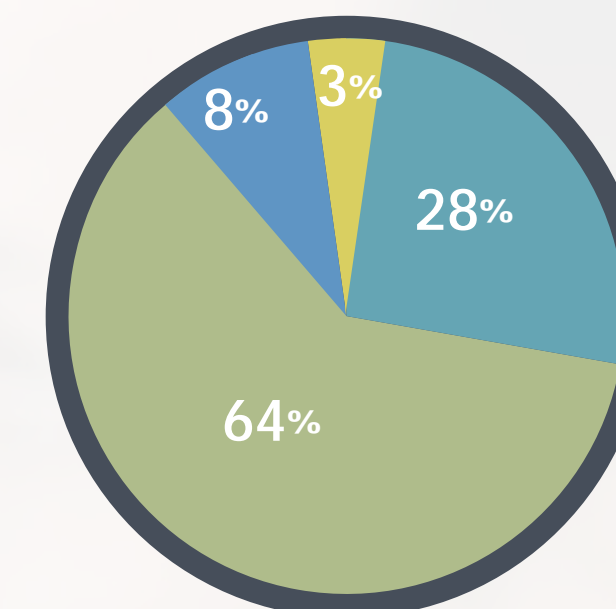
not very important
quite important
very important
Not at all important 0%

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



no influence
advisory influence only
join responsibility
sole responsibility

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



very unlikely
unlikely
likely
very likely

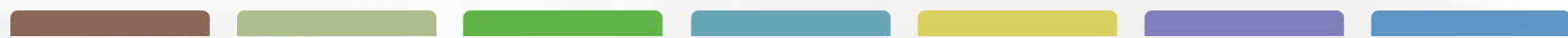


EXHIBITOR PROFILE

The exhibitors are free-from food manufacturers, organic food manufacturers, vegan food manufacturers, brand owners and/or private label, wholesalers, distributors, traders and other free-from & functional solution providers like Ingredient manufacturers who are active in the European free-from and functional food & beverage markets.

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential international buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.

EXHIBITOR STATISTICS



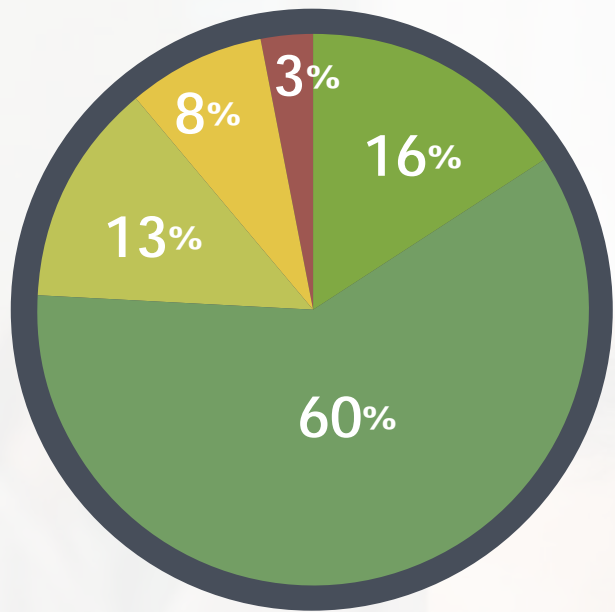
Have you made new business contacts at the show?



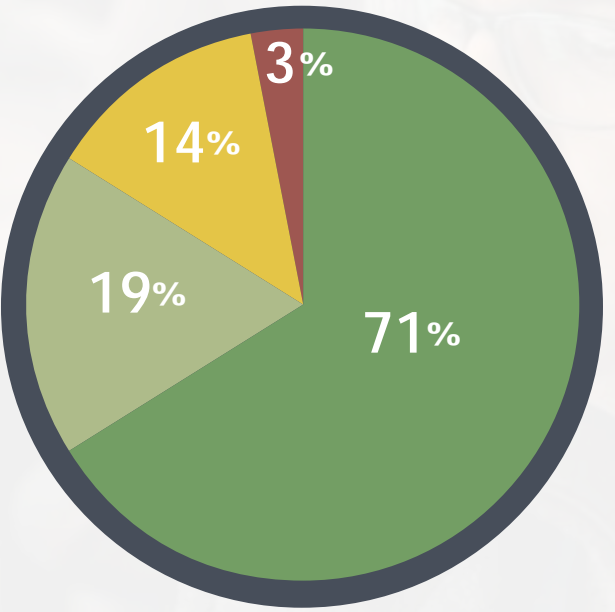
Do you expect to make sales as a result of your participation within the next 6 months?



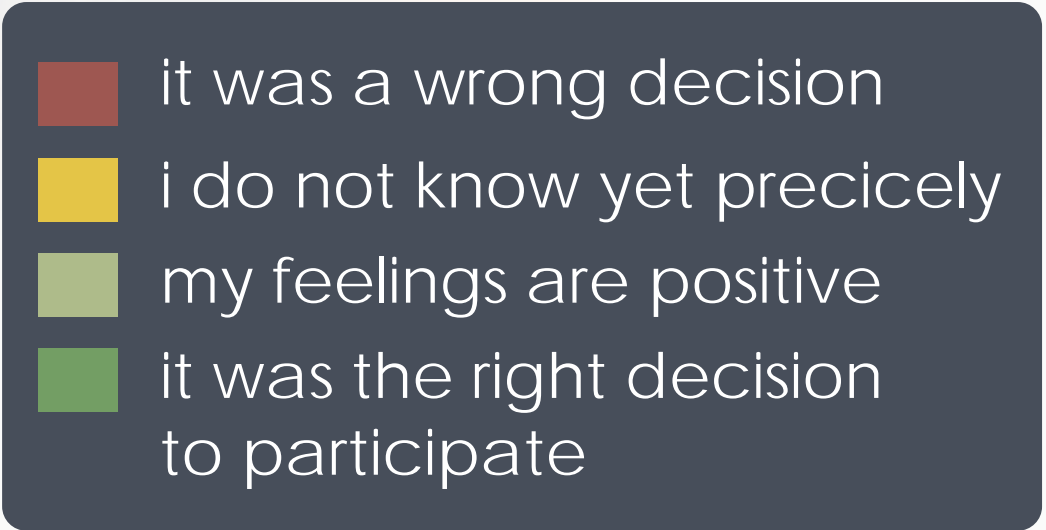
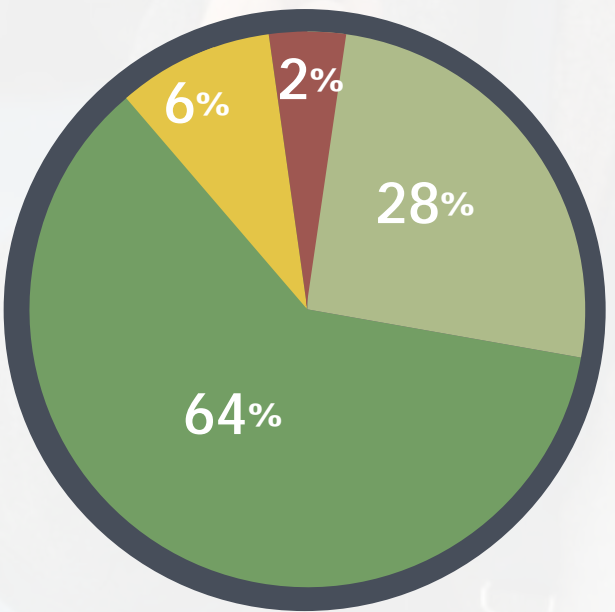
How do you rate the quality of the visitors?



How do you experience the look/quality of the show and it's exhibitors?



How do you look back on participating as an exhibitor?



VISITOR PROFILE

In total, 9142 visitors from more than 110 different countries attended the Free From Food & Health Ingredients. This is a growth of 48% in visitor numbers compared to 2021! The exhibition attracts a high quality target group. The food visitors are buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels. The food visitors are looking for free from, organic, vegan, functional food products and solutions.

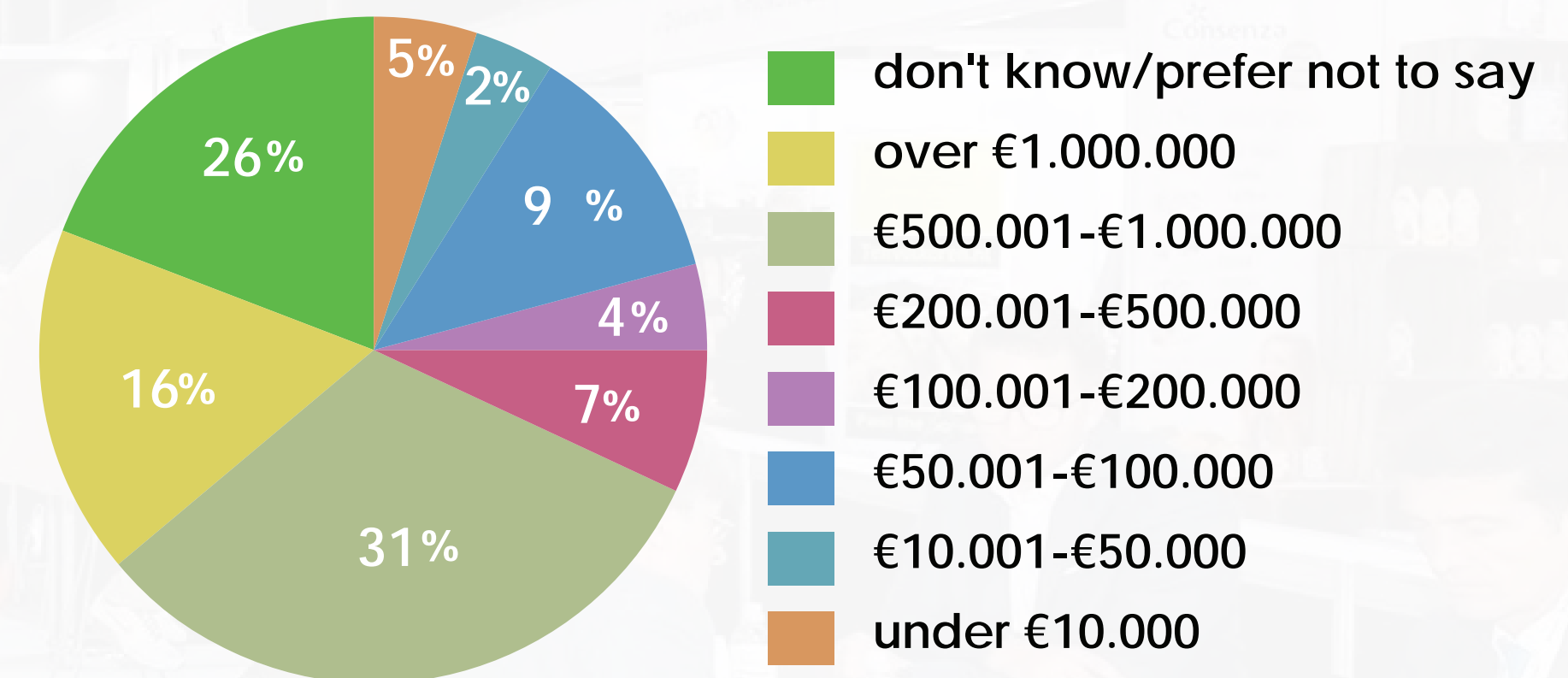


VISITOR PROFILE

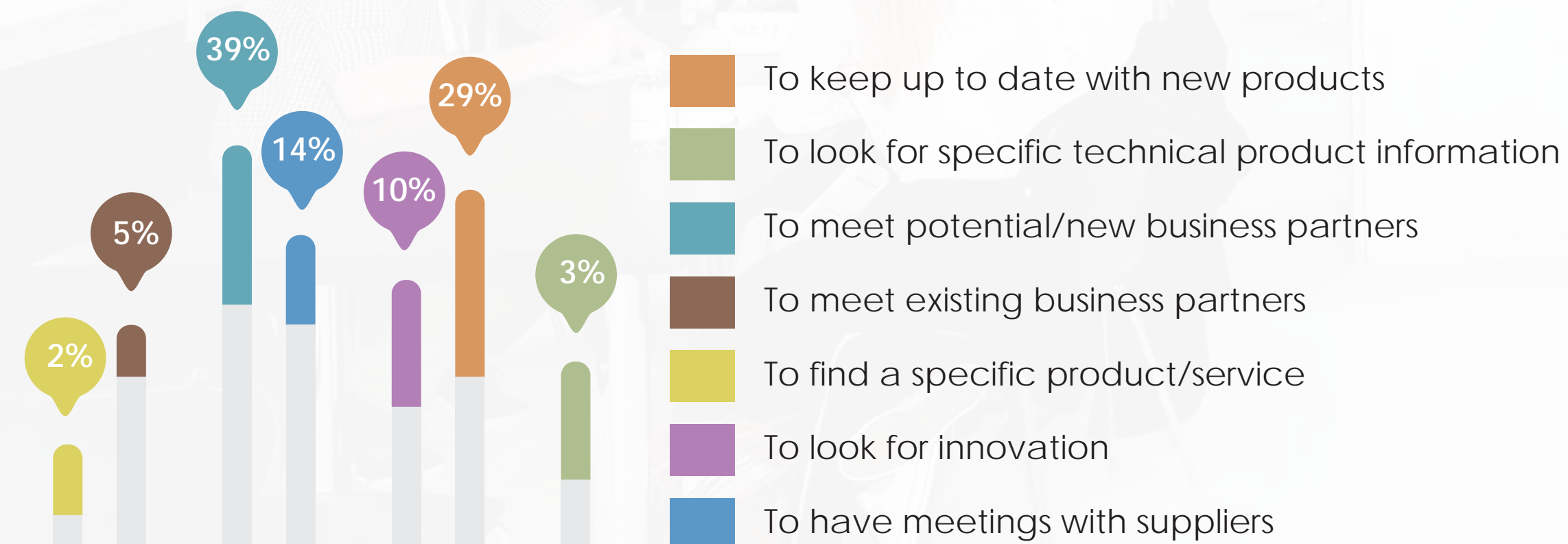
What is your job function?



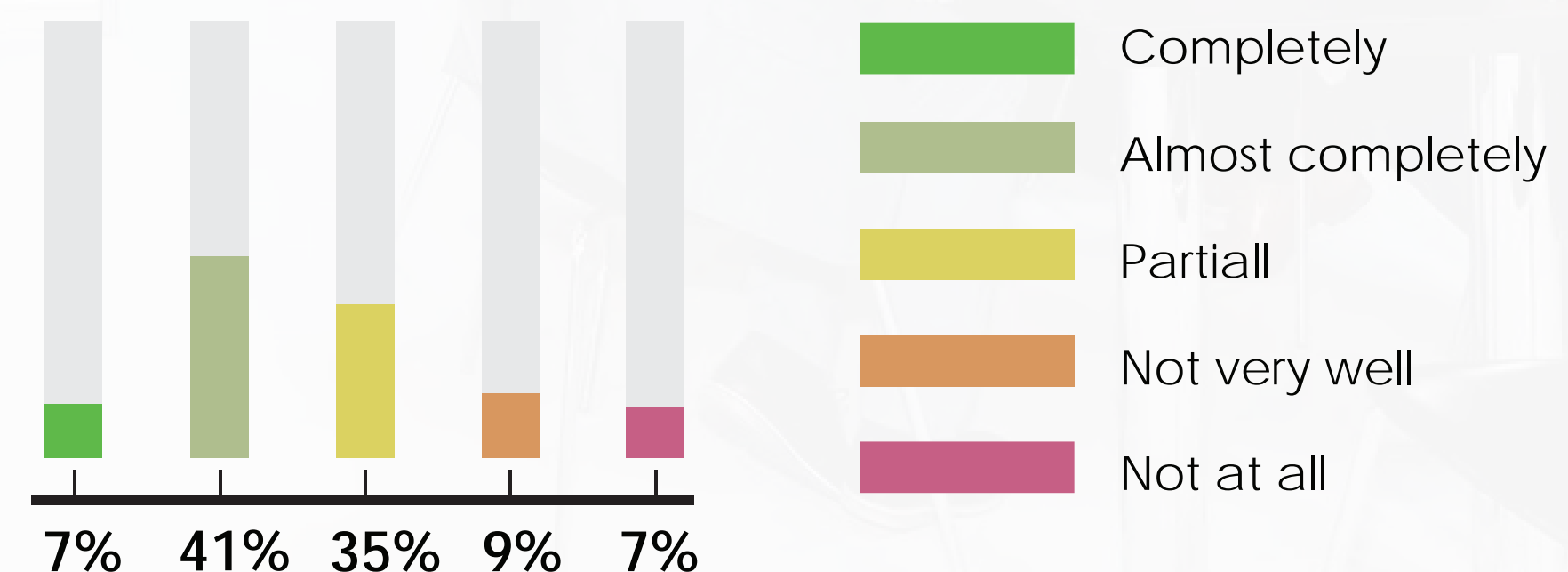
What is your department's annual spend on the types of goods/services exhibited?



What are your MAIN objectives for attending this show?



Overall, how well did you meet your objectives?



Highly focused visitors doing better business



Snacks
Bread
Beverages
Sports Food
Ingredientes Solutions
Pasta
Dry food



Ready Meals
Cereal
Gourmet
Dairy
"Meet Free"
Confectionary
Frozen



Provate Label
Diet
Healthy Ageing
Brain Food
Replacements
Chilled
Breakfast

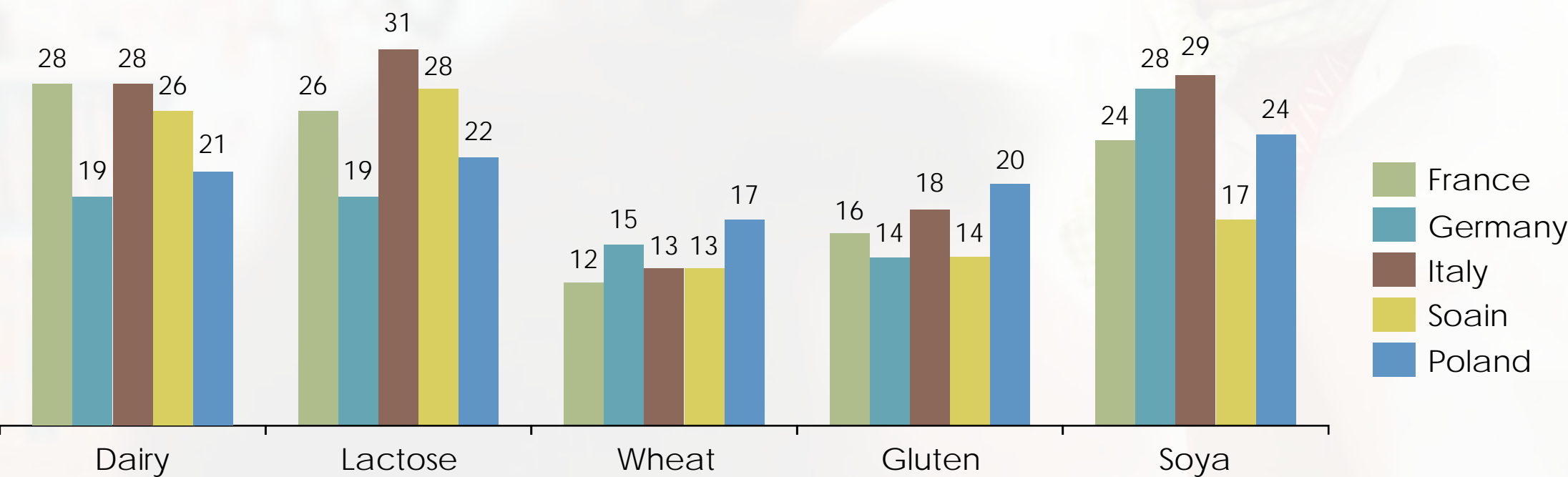
A photograph of an elderly couple embracing and laughing in a field. The woman is in the foreground, wearing a denim jacket, and the man is behind her, wearing a light blue shirt. They are both smiling and laughing. The background is a blurred green field. A speech bubble overlay contains text about healthy ageing. In the top right corner, there are two stylized diamond shapes, one blue and one white.

“Functional Food for Healthy Ageing: People are living longer, with more income and higher aspirations. Reaching old age is no longer a marker to start winding down. Needs/expectations need to be understood for brands to appeal to ageing seniors and win them over.”

The continuing growth of Free From

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

Select European countries: "I avoid select food/ingredients", % of consumers who agree, 2022 G4

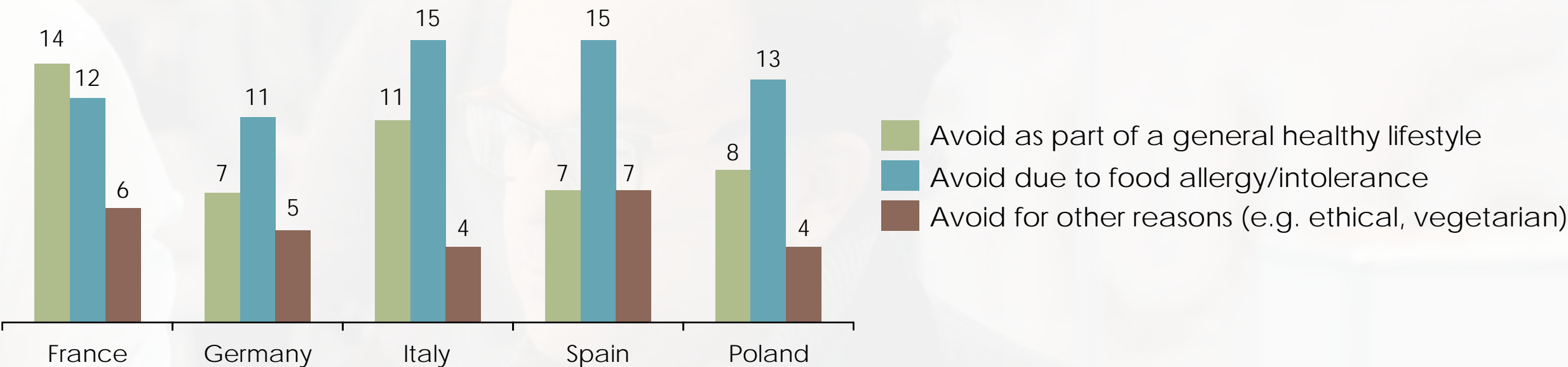


Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel

Dairy: consumers avoid dairy due to allergy/intolerance

Many consumers self diagnose food allergy/intolerance

Select European countries: Reasons for avoiding DAIRY, % of consumers who agree, 2022 G4



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

Lactose Intolerance

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

EXHIBITOR ONLY

ONLINE PORTAL



Agility & Practicality

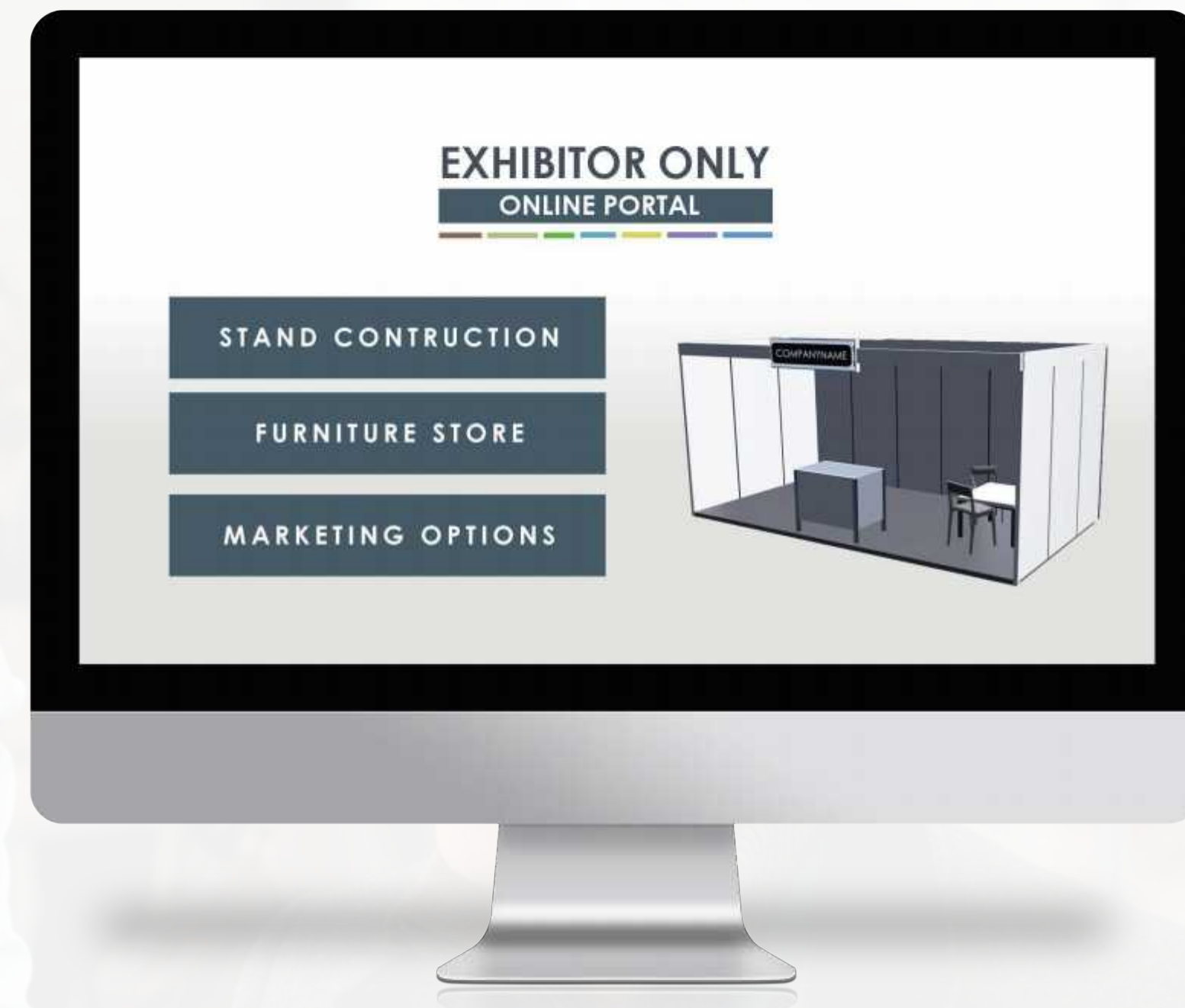


Cost Benefits



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."



EXHIBITING:

“We are joining this well-established, most wanted trade show, initiated by the industry, to maximize our business benefits, contacts and opportunities”

Stand Building Options and Exhibiting Exposure

Standard shell scheme



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

Premium Stand Building



(minimum 18sqm stand)

- 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

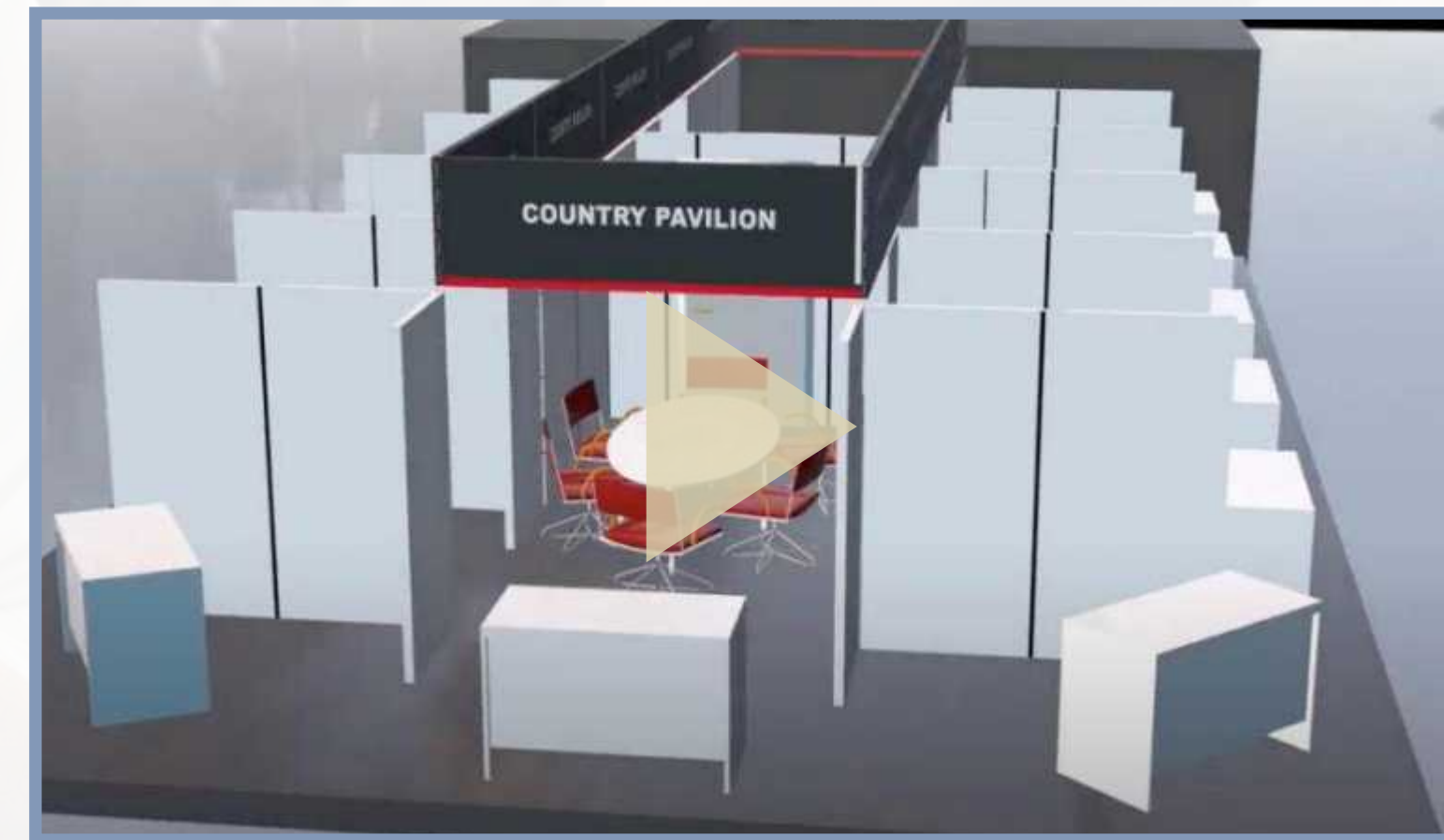
100%

graphic panel in
wooden frame



Furniture
optional

Country Pavilions



6 TRENDS DRIVING INNOVATION OF PLANT PROTEIN

1

#GREEN APPEAL

Organic, GMO-free,
vegan, vegetarian

2

#FREEFROM

Dairy, lactose, gluten,
sugar, carrageenan,
preservatives

3

#HEALTH BENEFITS

Source of natural
protein, fiber, added
functionalities

4

#PREMIUMIZATION

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

5

#NOVEL PACKAGING

On-the-go, designs,
interaction with consumers

6

#SUSTAINABILITY

Environmental/anim
al welfare concerns
related to dairy

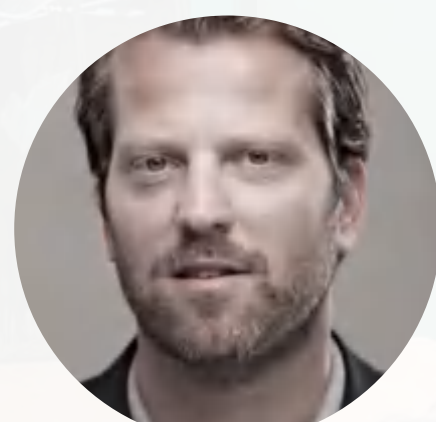
The Organizers

Expo Business Communications BV is an entrepreneurial, fast growing and ambitious media company with extensive experience in organising platforms to facilitate international food business to do better business, offering face – to – face trade events, like exhibitions and conferences, matchmaking events, round tables and online virtual meetings combined with webinars, and our Virtual Summits.

We ensure with a young and dynamic team to be the market leader and largest player in the fast growing, international free from and vegan food markets and sustainable packaging of biodegradable and recyclable solutions. In Europe, South East Asia Pacific, Middle East and South America.



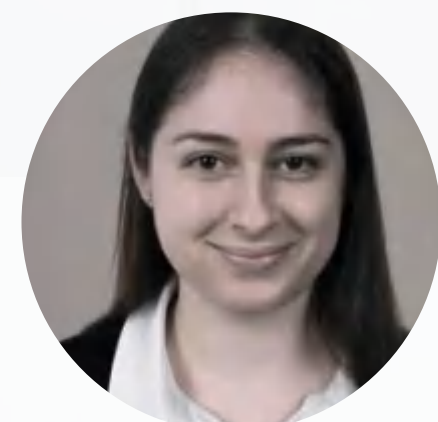
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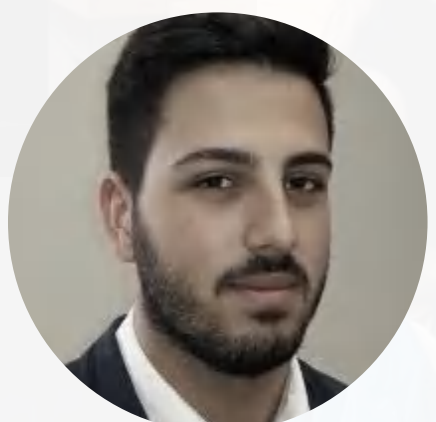
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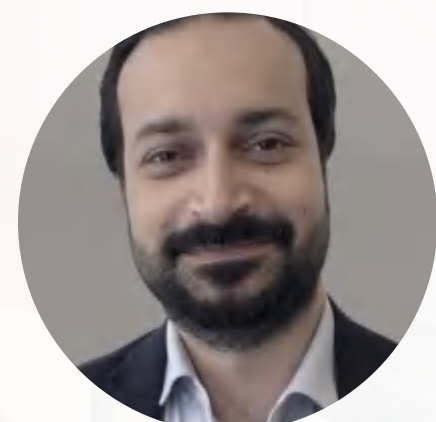
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FREE FROM FOOD SERIES 2023



21-22 NOVEMBER 2023

RAI AMSTERDAM

5-6 JULY 2023

SAMYAN HALL, BANGKOK

19-20 SEPTEMBER 2023

GRAND HYATT, DUBAI