



Industry Leaders speak

Nicole Waaijer

Noble International

How do you think the Free From market had evolved in recent years?

Consumers get more and more knowledgeable. Especially when it comes to nutrition, there's an upcoming trend of more awareness and people get increasingly demanding about what ingredients should and should not be in their food.

How does Noble-International anticipate on these developments?

Noble-International is constantly searching for unique products, that distinguish themselves in the market. The most important thing is that the products taste good. When a product lacks in taste, it will never become successful.

What are your goals in attending the Free From Food / Functional Food Expo 2016?

We want to show the visitors our products, amongst other things bouillon, soups, sauces and seasonings which are gluten free, lactose free, low in salt, bio and low in calories. We also would like to show our chocolate range from South-Africa which is sugar free and made with biological honey. Furthermore we want to maintain and expand our network. We are looking forward to meet you!