



Free From Food/Functional Food Expo - We're Back for 2016

Fourth edition includes new UK and Irish Pavilions - and a functional food section

Free From Food/Functional Food Expo - the only dedicated showcase of free from, and functional, food and drink in Europe - returns for 2016. The show, now in its fourth year, has an impressive line-up of exhibitors specialising in free from products; speakers and new attractions. With more producers than ever before - additional features this year include vegan, lactose free and functional products - as well as dedicated UK, Finland and Ireland, Pavilions; and a Functional Food section.



This trade-only event takes place in Amsterdam on June 9 and 10. Free From Food/Functional Food Expo is a specialist European marketplace for buyers from retail, foodservice, as well as health, sport, organic and convenience stores - looking for new and innovative, free from and functional food, ingredients and drinks, including those that are:

- ✓ **Gluten Free**
- ✓ **Lactose Free**
- ✓ **Vegan**
- ✓ **Kosher**
- ✓ **No Sugar**
- ✓ **Chemical Free**
- ✓ **Protein and supplements**
- ✓ **Dairy free - and many more...**

Free From - here to stay

The free from category has enjoyed phenomenal growth across the UK. This is due to an explosion in new product development and availability; and increasing demand from consumers for healthy lifestyle reasons, rather than a medical need. Gluten, and dairy free top the category when it comes to sales and new product development - but consumer interest in veganism and kosher is increasing. New research from experts at Mintel reveals that sales of free from foods in the UK are forecast to grow 13% to reach £531million in 2016 - up from an estimated £470million in 2015.

Meet our exhibitors

With more exhibitors than ever before, there promises to be a wealth of new and exciting food and drink products being showcased - ambient, chilled and frozen. The producers are drawn from across Europe, including the UK, Germany, Spain, Italy, Finland and The Netherlands. UK exhibitors include Nak'd, Mrs Crimbles, Udi's Gluten Free, Rude Health, Nairns Oatcakes, BFree, Big Oz, Greens Beers, Glebe Farm Foods, American Muffin Co Ltd, Moo Free Chocolates and Bord Bia - the Irish Food Board. European exhibitors include Fishmasters, Food for Life, Sweet Switch and Peaks Gluten Free.

Functional joins the line up

Free From Food/Functional Food Expo is this year extending into functional foods - and will have its own dedicated event. Functional foods are for consumers looking for additional benefits in their food and drink - such as probiotics and prebiotics; nutritional supplements, vitamins and sports nutrition. The market is growing fast - and functional foods are starting to emerge more and more on retail shelves, sitting alongside gluten free. Lactose free is also a growing market, particularly in the Nordic countries, as well as within Europe. There will be a dedicated Lactose Free Theatre at the show - sponsored by DSM Food Specialities - featuring experts in both the retail and health channels.

Innovating in 2016

Industry experts and speakers will lead a series of conferences on the free from, and functional food, categories throughout the two day show. Innovation is also key to these growing sectors, and will be celebrated during the event. All exhibitors are invited to enter their products into the Show Innovation Award - which are then voted on by visitors. The award was won in 2015 by Irish brand, Rule of Crumb for their Gluten Free Chicken Kiev.



David Jago, from Mintel, speaks to a packed audience in 2015

Join us at Free From Food/Functional Food Expo 2016 - Hall 4/5 at RAI Amsterdam

Ronald Holman, Exhibition Director, said: *"There are many reasons why businesses should choose to exhibit at Free From Food/Functional Food Expo 2016. The market for free from food and drink - and functional food - continues to grow at a considerable rate, and buyers are looking to source more products and ingredients than ever before to meet this demand. This is a dedicated arena for suppliers - and a fantastic opportunity for them to put their brands in front of the right people. We already have more exhibitors than ever before - which reflects just how much the category has to offer - and we look forward to welcoming more."*

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Editor's Notes

Free From Food/Functional Food Expo 2016, takes place on June 9 and 10 at RAI Amsterdam, The Netherlands. Exhibitors come from across Europe, including the UK, Germany, Italy, Spain, Finland and The Netherlands. Businesses wanting to register to exhibit at Free From Food/Functional Food Expo 2016 should visit www.freefromfoodexpo.com/www.functionalfood. Media are welcome to attend the show. Please contact Monkhouse Food & Drink for details.

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Free From Food/Functional Food Expo 2016
June 9th and 10th, Hall 4/5 RAI Amsterdam,
The Netherlands
W: www.freefromfoodexpo.com and
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