

Product news

Free-from Food Expo returns for 2016

The Free-from Food Expo, a dedicated showcase of free-from and functional food and drink in Europe, returns to Amsterdam on 9-10 June.

The show, now in its fourth year, has a line-up of exhibitors who specialise in free-from products. Additional features this year will include vegan, lactose-free and functional products, as well as pavilions dedicated to the UK, Finland and Ireland.

The free-from category continues to see phenomenal global growth due to an explosion in new product development and an increasing demand from consumers choosing these foods for lifestyle reasons.

Gluten and dairy-free foods top

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the category when it comes to sales and new product development, but consumer interest in veganism and kosher foods is also increasing.

New research from Mintel has revealed that sales of free-from foods in the UK are forecast to grow 13% to reach £531m in

2016 – up from an estimated £470m in 2015.

UK exhibitors at the show will 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.

Functional foods is a new area for the show, where suppliers will be showing food and drink with additional nutritional benefits, such as probiotics and prebiotics, as well as supplements, vitamins and sports nutrition.

There will also be a dedicated lactose-free theatre, sponsored by DSM Food Specialities.

Ronald Holman, exhibition

director, said: “The market for free-from food and drink and functional food continues to grow at a considerable rate, and buyers are sourcing more products and ingredients than ever before.

“This is a dedicated arena for suppliers and a fantastic opportunity for them to put their brands in front of the right people. We have more exhibitors than previous years, which reflects just how much the category has to offer.”

For more information, go to www.freefromfoodexpo.com



FREE FROM FOOD EXPO
9-10 JUNE 2016
RAI AMSTERDAM

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