

Free from: a celebration of innovation



**FREE FROM
FOOD EXPO**
9-10 JUNE 2016
RAI AMSTERDAM



**FUNCTIONAL
FOOD EXPO**
9-10 JUNE 2016
RAI AMSTERDAM



This year's speakers

Among the speakers at Free From Food/Functional Food Expo 2016 will be David Jago, Director of Innovation and Insight from Mintel; Hamish Renton, Managing Director of Hamish Renton Associates; Abigail Stevens, Trademark Relations Officer with The Vegan Society; Kathryn Miller, Head of Food Policy at Coeliac UK and Anette Almi, Export Manager at Leader Foods Oy. The show will also host the European Food Blogger Convention 2016, a networking and know-how event for food and drink bloggers.

Ronald Holman, Exhibition Director, said: "There are so many reasons why businesses are choosing 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 an astonishing rate, and buyers are looking to source more products and ingredients than ever before to meet this growing demand. This is a dedicated arena for producers and 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 – we are 50% up from last year – which reflects just how much this exciting category has to offer."

A wealth of innovative free from and functional foods, drinks and ingredients will be showcased at Free From Food/Functional Food Expo 2016. The show, now celebrating its fourth year, is the only dedicated event for free from and functional products in Europe. It features an impressive and diverse line-up of more than 220 exhibitors, speakers and new features, including UK, Finland and Ireland Pavilions, vegan and kosher products and a co-located Functional Food section. This trade-only event takes place at RAI Amsterdam on 9 and 10 June.

Free From Food/Functional Food Expo is a specialist European marketplace for buyers from retail and foodservice as well as health, sport, organic and convenience stores. With more exhibitors than ever before, a treasure trove of new and exciting food and drink products – ambient, chilled and frozen – can be discovered. They include products which are free from gluten, dairy, lactose, chemical, soy, nut and sugar as well as vegan, organic, kosher and functional.

The exhibitors are drawn from across Europe, including the UK, Germany, Spain, Italy, Finland and The Netherlands. The line-up of UK producers include Mrs Crimbles, Udi's Gluten Free, Rude Health, Nairns Oatcakes, Rule of Crumb, BFree, Big Oz, Greens Beers, Glebe Farm Foods, Moo Free Chocolates, Mister Free'd and The Primal Pantry.

Functional Food Expo

This year the show is extending into functional foods and has its own dedicated platform: Functional Food Expo. Functional foods are for consumers looking for additional benefits in their food and drink such as proteins, nutritional supplements, vitamins and sports nutrition. The market is growing fast and functional foods are beginning to emerge on mainstream retail shelves. Lactose-free is also a growing sector, particularly in the Nordic countries, as well as within Europe. There will be a dedicated Lactose Free Theatre at the show, sponsored by global company DSM Food Specialities, featuring experts in both the retail and health channels. ■



More information

For more information on the show, visit
www.freefromfoodexpo.com
www.functionalfoodexpo.com
www.efbconvention.com

Follow the show on Twitter: @FreeFromFood