

## Free From - A Dynamic Market

### Discover new trends at Free From/Functional Food Expo 2017

It is one of the most progressive, and innovative, sectors in the food industry. Free from is still booming; and that's why **Free From Food/Functional Food Expo 2017** is now one of the most important events in the food and drink calendar.

This trade-only event for buyers from across retail, food service, hospitality and wholesale, will be held in **Barcelona, Spain on June 8 and 9.**

As well as producers showcasing the latest trends in free from, and functional products and ingredients, - there are also two conference theatres featuring an impressive line-up of speakers and experts. A new guided 'Innovation Tour' will also highlight a selection of the most innovative free from and functional products at the show; along with new pavilions and a dedicated Buyers' Programme.

### Making the headlines

More than 270 producers and manufacturers from more than 25 countries around the globe, will showcase their diverse range of food and drink products during the two-day event. They include gluten free snacks and baked products; lactose free, alternative milk drinks; gluten free beer; sugar free biscuits and confectionery; vegan cheeses; gluten free noodles; gluten, egg and soya free pasta; gluten and egg free nuts and snacks, and hemp-based ingredients.

UK producers include Mrs Crimble's, Bute Island Foods, Rude Health, Fabulous Foods, Nakd, Glebe Farm Foods, Dragonfly Foods and Delicious Alchemy. They will be joined by exhibitors from Spain, Italy, Poland, The Netherlands and Belgium including - Dhul, Probios, Gluto, Peaks Free From, Proceli, Sweet Switch, The Muesli Up Company, Daura Damm, and Sunwarrior from the USA.



#### **Bute Island Foods - stand D10 - [buteisland.com](http://buteisland.com)**

Bute Island Foods will be showcasing the latest addition to the range - dairy free, coconut-based vegan hard Italian-style grated Sheese. It can be used in the same way as Parmesan to grace the top of any pizza or pasta dish, bringing with it a rich tangy cheese-like flavour with fruity overtones.

#### **Rude Health - stand F13 - [rudehealth.com](http://rudehealth.com)**

Producers of lactose free, milk alternatives, Rude Health, will be showcasing their expanded range of drinks including coconut and brown rice. They include mini 250ml versions of their popular almond drink.



#### **Sweet Switch - stand A26 - [sweet-switch.com](http://sweet-switch.com)**

Belgium-based company Sweet Switch have developed a range of breakfast biscuits which are sugar free, a source of fibre and high in vitamins and minerals. Only Stevia is used to sweeten their products.

## Still growing

Experts say that the free from market across Europe is performing well, and will continue to do so in the foreseeable future - with millennials (16-34 year olds) the driving force behind this. And while gluten free is still growing, veganism is beginning to take off driven by the trend for 'flexitarian diets'.



David Jago, Innovation and Insight Director from Mintel, is one of the experts who will be speaking at Free From/Functional Food Expo 2017. He outlines the current state of the free from market in Europe, saying: *"Despite economic uncertainty in some parts of the world, free from foods continued to perform well in 2016. Growth may be slowing down in some markets as the sector reaches a degree of maturity, but with double-digit growth rates in most countries this is still one of the most dynamic segments in the food industry and will remain so in the foreseeable future, with millennials driving the trend."*

Reflecting on new trends, Mr Jago said: *"In 2016, a record 12% of all new products launched in Europe were labelled "gluten free". In Europe as a whole, 6% of all new products were labelled as "vegan", but that rose to a high of 9% in the UK and an astonishing 14% in Germany, where veganism has boomed – "flexitarianism" is the driver, with consumers increasingly opting for a wider variety of foods including meat free and dairy free options."*

**Free From/Functional Food Expo - 5th Jubilee Edition**  
**Barcelona: June 8 - 9, 2017**  
***Pre-register now for free entry - [freefromfoodexpo.com](http://freefromfoodexpo.com)***

Ronald Holman, Exhibition Director, said: *"The free from category remains one of the most innovative, diverse and exciting categories to be part of; and it continues to grow at a very healthy rate. This makes Free From/Functional Food Expo one of the most important trade events in Europe for buyers when it comes to sourcing the latest, and most innovative, food and drink products - and ingredients; not to mention discovering the most up-to-date trends in the market."*

**END**

### Editor's Notes

**Free From/Functional Food Expo 2017** takes place on June 8th and June 9th at Hall 1, Fira Barcelona, Gran Via, Barcelona, Spain. The exhibition opens each day at 10am and closes at 5pm.

For all the latest updates on what's happening visit [www.freefromfoodexpo.com](http://www.freefromfoodexpo.com) or on Twitter [@FreeFromFood17](https://twitter.com/FreeFromFood17).

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