



Celebrating  
**20 Years**  
1996 - 2016



## Natural & Organic Products Europe 2016 marks best ever show with 10% increase in attendees

Renowned for attracting a who's who of buyers from across the health, beauty, food and eco-living categories, Natural & Organic Products Europe – Europe's leading natural and organic products show – welcomed a record 10,226 total attendees from 86 countries through its doors last month on 17-18 April at London ExCeL.

Thanks to a 10% increase in attendees for 2016, the 20th anniversary edition played host to the biggest trade showcase (and celebration) of the natural and organic industry that the UK has ever seen.

Over two days, Natural & Organic Products Europe transported visitors around the world via 650 exhibiting companies promoting a vibrant choice of natural, organic, fair trade, free-from, vegan, and vegetarian brands from 46 countries. The central exhibition was complemented with a packed programme of expert seminars and live cooking demonstrations.

Amazing, impressive, inspiring, engaging, exceptional, and enjoyable – are just a few of the words attendees have used to describe the show so far; with around 89% of surveyed visitors rating their experience as excellent/good (3 out of 4 visitors said excellent/very good).

"What an awesome show, it seemed like the whole industry turned out!" says event director Carol Dunning. "There was so much excitement and anticipation before the show even opened this year, which just continued throughout the two days. The aisles were packed with thousands of knowledge-aware retailers and buyers ready to do business, and many of our exhibitors have had their best show ever."

"Consumers are showing increasing awareness of the benefits of following a natural and healthy lifestyle, and this sector is constantly innovating and evolving to meet that demand. These are very exciting times for natural and organic and I cannot wait until next year's show already!" she says.

### Big name buyers pack the aisles

Representatives from many of UK's major supermarkets and multiples, specialist retailers, wholesalers and distributors, pharmacies, restaurants and contract caterers, hotels, salons and spas, and independent health food stores, were in attendance.

Among them were well-known brands like Whole Foods Market, Planet Organic, Holland & Barrett, Boots, Waitrose, Tesco, Ocado, Aldi, Lidl, Sainsbury's, Amazon, Superdrug, Marks & Spencer, John Lewis, Infinity Foods, Harrods, Costco Wholesale, The Health Store, Wholefoods Wholesale, TK Maxx, Abel & Cole, EAT, CLF Distribution, Suma, Revital, Fenwick, Love Lula, Naturisimo, Cult Beauty, Victoria Health, The Organic Pharmacy, BigGreenSmile, The Hut Group, LloydsPharmacy, Whitworth Chemists, Hilton Worldwide, Metropolitan Pub Group, Sodexo, Compass Group, Carrefour, and Life Europe AB.

As in previous years, the show also attracted a large contingent of international buyers (up 23% on 2015).

"What a tremendous show! Natural & Organic Products Europe has all the variety and diversity that our team is looking for, all in one place. It's the best show of the year for discovering exciting new natural and organic products and suppliers," says Benjamin Woodgate, marketing director at Whole Foods Market UK.

"Newness is crucial to our business, and nowhere in the UK is there more innovation that is relevant to my business than this show," says Al Overton, head of buying at Planet Organic.

"Another fantastic year at Natural & Organic Products Europe, bringing together some great brands and innovation that really help to drive our businesses. The seminars, panels, theatres and kitchens really stepped it up this year, creating lots of buzz and giving great insights into our exciting industry," says Lucy Pottinger, head of category – beauty & aromatherapy at Holland & Barrett International.

"I was able to reconnect with current suppliers and start some really exciting conversations with new brands, which I'm looking forward to following up on over the coming months. It's definitely a must-attend in my diary for next year!" says first-time visitor Kerry Buckley, ROI buying manager – positive healthcare at Boots Ireland.

"Natural & Organic Products Europe is the highlight of the year in the natural beauty industry, and 2016 was no exception. It was a great opportunity to talk to existing suppliers and there were so many new, innovative brands that we're excited to start working with!" says Sonia

White, managing director of LoveLula.

"What a great way to help Natural & Organic Products Europe celebrate 20 years. Building on last year's move to ExCeL, this year was even more vibrant and diverse, with a positive vibe throughout, proving once again that it is the go-to show for all of the buyers in the natural sector," says Richard Anderton, product manager (buyer) at The Health Store.

"It was a great show. I found fantastic new brands and made some good new contacts," says Niall Power, buyer at John Bell & Croyden / LloydsPharmacy.

"If you only attend one trade show a year, it has to be Natural & Organic Products Europe," says Randi Henderson, partner at Elixir Health Foods.

"I have been attending the show for 15 years, and the 2016 show was excellent. As a natural products retailer, Natural & Organic Products Europe is the one event of the year that must take priority on the calendar, as it encompasses so much in two days," says Ursula Gothard, owner of On the Eighth Day.

"Values are really important to our beauty offer. Natural & Organic Products Europe gave us the opportunity to meet the people behind the products, understand what their brand stands for and what makes them different from other products available. It also allowed us to see the latest trends and inspiring products to add to the comprehensive natural and organic ranges we already stock," says Mark Steele, beauty buyer at Waitrose.

## **Over 650 innovative suppliers**

As its biggest edition yet, Natural & Organic Products Europe launched thousands of new natural and organic products – including supplements, botanicals, superfoods, personal care and beauty, eco-household, and food and drink – onto the European market.

Show features included new pavilions from Soil Association and Organic Trade Board, Soil Association Organic Beauty, NATRUE, Demeter Italy, the Philippines, Thailand, Armenia & Moldova, Turkey, Peru, and Bulgaria. They joined returning pavilions from Greece, France, Italy, Poland, the USA, The Vegan Society, and the HFMA.

New for 2016, the show also introduced a second New Products Showcase dedicated to Natural Beauty & Spa innovations. The two showcases combined featured over 320 products, in categories covering food, health, beauty and natural living.

'Best new product' winners at the Natural & Organic Awards Europe 2016 (presented at the show by *Dragons' Den* investor Deborah Meaden) included Bounce Foods, Booja-Booja, Pukka Herbs, Tsuno, Nutristrength, Tabitha James Kraan, Kinetic Natural Products Distributor, Natrasan, Hope's Relief & Bodyverde, Inika Cosmetics, YES Organic Intimacy, Lovechock, and Viridian Nutrition.

"We were truly astounded by the level of innovation and quality on display in the New Products Showcases this year. Whether it be health and nutrition, food and drink, natural living or beauty the entire industry has taken an incredible leap forward," says Dominic Roberjot, publisher of *Natural Products News*.

"Natural & Organic Products Europe represents the sharp end of innovation for products and future trends in the organic market, with great start ups and more established businesses displaying the latest in ideas and concepts. A great, intense, exciting show," says Paul Moore, chair of the Organic Trade Board.

## **Free Keynotes & kitchen demos**

A brilliant line-up of big-name speakers and top retailers from across the natural and organic world made this year's three theatre seminar programme its best to date.

Highlights included exclusive Soil Association Certification updates, lively panel discussions; expert Keynotes from organic pioneer Craig Sams, Paul Lindley (founder of Paddy's Bathroom and Ella's Kitchen), and top nutritionist Dr Marilyn Glenville; business insights from Deborah Meaden, Amy Wordsworth (Good Bubble) and Michelle Thew (Cruelty Free International); a standing-room only live pitching session featuring senior buyers from Holland & Barrett; the *Natural Health Beauty Awards* ceremony; and live cooking demos from Francesco Mazzei, chef patron at Sartoria, and Robert Ortiz, Michelin-starred head chef at Lima restaurant.

Jim Manson, editor of *Natural Products News*, was also back discussing key retail trends in the independent health food trade, with the latest results of the annual 'Health Check' survey.

According to Manson: "Business optimism remains high among independent health store owners as footfall and spend continues to rise. 63% of the 100 retailers polled reported increased store footfall (up 10% on the 2015 survey), while 72% said that average customer spend had risen over the previous 12 months."

"Digestive health, sleep, and bone and joint health were rated as the top three health or lifestyle drivers of sales, while supplements and remedies, free-from and vegan and vegetarian topped the list of product categories thought to offer most potential for growth," he said.

The complete findings can be viewed at [www.naturalproductsonline.co.uk/wp-content/uploads/Health-check-2016-pretty.pdf](http://www.naturalproductsonline.co.uk/wp-content/uploads/Health-check-2016-pretty.pdf).

A full show review will be available in the May issue of *Natural Products News*.

## **Save the date for 2017**

Looking ahead to next year, over half of the show's current exhibition space has already been rebooked, with many companies having already requested to increase the size of their stands. To accommodate growing demand, organiser Diversified Communications UK has announced that the show floor will be expanded for 2017.

Rebooked exhibitors include Weleda UK, Absolute Aromas, Natracare, Urtekram, Faith in Nature, Eterno Naturals, Solgar Vitamins, G&G Food Supplies, A Vogel (Bioforce), Tiana Fairtrade Organics, Lamberts Healthcare, Wisdom of Nature, Viridian Nutrition, BioCare, Natural Trade

Brokers, Quest Vitamins, Higher Nature, Clearspring, Suma Wholefoods, Queenswood Natural Foods, Infinity Foods (Wholesale), Nannycare, Riverford Organic Dairy, Quinola Mothergrain, Community Foods, The Organic Herb Trading Company, Biogroupe, Perkier Foods, and Bravura Foods.

Natural & Organic Products Europe includes three show sections: Natural Health & Living, Natural Beauty & Spa and The Natural Food Show. The next edition will take place on 2-3 April 2017 at ExCeL London. For more information, please visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk).

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**Notes:**

*High resolution images are available upon request:*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, and Nailsworth. Diversified UK's portfolio includes Natural & Organic Products Europe; Natural Products Scandinavia & Nordic Organic Food Fair in Malmö, Sweden; camexpo; Natural Products News; Natural Beauty News; Natural & Organic Awards; Casual Dining; Casual Dining Restaurant & Pub Awards; lunch!; Commercial Kitchen (new for 2016); office\*; SITS – The Service Desk & IT Support Show; Accountex; British Tourism & Travel Show; Geo Business; Capturing Reality; Ocean Business; MARELEC Marine Electromagnetics conference; Euro Bus Expo; Coach & Bus Live; Route One; Coach Monthly; The Route One Operator Excellence Awards; and National Coach Tourism Awards. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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