



## **Nordic Organic Food Fair opens in Malmö, Sweden, on 20-21 October**

### *New Nordic food event to feature MAIA Organic Food & Kitchen Theatre*

With thousands of visitors from over 70 countries already pre-registered to attend, the first ever Nordic Organic Food Fair is on track for a successful, international launch when doors open on Sunday 20 October at MalmöMässan in Malmö, Sweden.

The two day trade event, which is co-located with Natural Products Scandinavia – the Nordic region's only dedicated trade show for the natural health, nutrition, beauty, and self care market – will offer visiting retailers and foodservice professionals from across Scandinavia (and beyond) a vibrant showcase of healthy, sustainable, organic delicacies and speciality ingredients from 100 international organic food and drink suppliers.

In addition to a central exhibition, which includes international pavilions from KRAV (Sweden), Mecklenburg-Vorpommern from Germany, Demeter Biodynamic, and the UK's Soil Association, the new event will also feature a dedicated Kitchen Theatre, sponsored by MAIA Organic (launched in Sweden by Great Earth).

#### **MAIA Organic Food & Kitchen Theatre**

Highlights for 2013 include insightful sessions from leading industry organisations, such as Swedish organic association KRAV, which will be delivering an organic market overview for Sweden and discussing their plans for the future; The Soil Association will be revealing the UK's approach to organic; and Demeter Biodynamic will be revealing the holistic approach and 90-year history of biodynamic agriculture.

Whilst notable speakers also include Gunilla Andersson from The City of Malmö, who will be giving important industry advice on how producers can 'Tap into the Public Sector Market' (Malmö City currently spends 10 million EUR annually on organic food); Rolf Axel Nordström, founder of organic farm Ängavallen; Erika Bilydottir, raw food chef at Matbutiken 8T8 in Stockholm; Aurore de Monclin from The Healthy Marketing Company; and Mimi Eriksson Dekker and Eva Froman from EkoMatCentrum (OrganicFoodCenter), who will be announcing the winners of the 'Lilla Ekomatsligan' Awards will be given to the most ecological school and pre-school in Sweden.

Live chef sessions are also on the menu, with Matteo Tinelli from MAIA Organic (the Kitchen sponsor) will be demonstrating how basic ingredients like organic cous cous and pulses – typical of the Italian food tradition, are also the foundation of many exotic and fusion dishes. The full programme, including speaker details and timings, is available to view at <http://www.nordicorganicexpo.com/maia-organic-food-kitchen-theatre>.

#### **New Product Showcase**

Another show feature that has already generated a wealth of visitor interest is the New Product Showcase. With many launches timed specifically to coincide with the event, attending buyers can enjoy an exclusive preview of new organic product developments before they reach their competitor's shelves. The following is just a sample of innovations being showcased at the Nordic Organic Food Fair this weekend:

- Clearspring Ltd – Japanese Organic Ceremonial Matcha
- ESTILO Sales Europe – Maya Tea Stick And Slices
- Gaia Trade Nordic – Chaga Espresso Coffee; & Living Earth: Chaga Coffee
- The Ginger Party – Organic Ginger Soother Tonic
- Guayaki Yerba Mate – Revel Berry
- Biobandits – Delirious Dill Mustard
- Bohlsener Mühle – Cookie with Dark Chocolate; & Snäckebröt Curry Pumpkinseed
- DO-IT Dutch Organic International Trade –Egg Pasta la BIO IDEA; Tortellini la BIO IDEA; Italian Rice la BIO IDEA; & Amaizin Coconut Cream
- Pistachos Ecologicos Ibericos – Quality Organic Pistachios
- Horizon Natuurvoeding BV – Monki Organic Pumpkin Seed Butter
- Nathalie's Direct Trade AB – Nathalie's Gently Dried Fruits
- Solmarka Gårdsbageri – Solmarkas Linfröknäcke
- CO COA –Chocolate with Goji Berries; & Chocolate Covered Mulberries
- Voelkel Organic Juices – Broccolichips

- World Wide Cheese –Authentique (made with goat's milk); & Authentique (made with cow's milk)
- Biovita / Purasana – Purasana Super Food
- Bioflavia – Bioflavia Organic Grape Skin Powder

Recent additions to the exhibitor line-up include EkoWeb; Naturskyddsforeningen/Society for Nature Conservation, Skogbarsfrojld AB (with berries from the Swedish polar area), and Handelsbolaget Blaskal from Sweden; Growers Cup and Lovemade ApS from Denmark; BetterBody Foods & Nutrition from the USA; PlanetBIO d.o.o from Slovenia; and Keiko Shimodozono International GmbH from Germany.

The full Nordic Organic Food Fair exhibitor list (to date), is now available online at <https://onlineexhibitormanual.com/divNPS13/exhifa/exhibitorList.aspx>.

The Nordic Organic Food Fair will take place at MalmöMässan in Malmö, Sweden, on 20-21 October 2013. The event is co-located with Natural Products Scandinavia, which was named Best International Launch at the UK's annual *Exhibition News Awards* earlier this year.

To register for a free trade ticket, please visit [www.nordicorganicexpo.com](http://www.nordicorganicexpo.com) and quote priority code NOFUK104 (<http://www.eventdata.co.uk/Visitor/Nordic.aspx?AffiliateCode=NOFUK104>).

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#### **Media enquiries & press pass requests to:**

Emma-Louise Jones, PR Manager

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes to Natural Products Scandinavia via email to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

t: 44 (0)1273 645134 e: [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk)  
<http://www.twitter.com/DiversifiedUK>  
<http://www.divcom.co.uk>

#### **Exhibitor enquiries to:**

Zoe Jackson-Cooper, Event Manager

t: 44 (0)1273 645141 e: [Zoe.JC@divcom.co.uk](mailto:Zoe.JC@divcom.co.uk)  
[www.twitter.com/NordicOrganic](http://www.twitter.com/NordicOrganic)  
[www.nordicorganicexpo.com](http://www.nordicorganicexpo.com)

#### **Scandinavia office:**

Lars Larsson, Project Manager

Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden

t: 46 702 661170 e: [lars.larsson@halsofackhandeln.se](mailto:lars.larsson@halsofackhandeln.se)

*Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards in May 2013. In June 2013, it was named a finalist in the Best Trade Launch Show category at the UK's Association of Event Organiser's annual Excellence Awards.*

*High resolution imagery is available upon request.*

*Visitor information: TRADE only*

*MalmöMässan, Mässgatan 6, 215 32 Malmö, Sweden*

*10.00-17.00 on Sunday 20 October and 10.00-17.00 on Monday 21 October.*

*Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). Diversified UK's portfolio includes Nordic Organic Food Fair in Malmö, Sweden (new for 2013, co-located with Natural Products Scandinavia); The Natural Food Show (part of Natural & Organic Products Europe); lunch! (winner of Best Marketing Campaign of the Year at the Association of Event Organisers Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011); Casual Dining (new for 2014); Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Hamburg, Germany; camexpo; office\*; SITS – The Service Desk & IT Support Show; SITS Europe in Berlin, Germany (new for 2014); Natural Products magazine; and the Natural Beauty Yearbook.*

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