



Natural & Organic Products Europe unveils new exhibitors for its biggest edition yet

All exhibition space sold out at Europe's leading natural and organic trade event

Nearly a quarter of the countries in the world will be represented at this year's Natural & Organic Products Europe, when it returns to London's Olympia on 13-14 April.

Firmly established as Europe's leading natural and organic trade event, the show, which has increased its exhibition space by 11% for 2014, is now completely sold out. Event organiser Diversified Communications UK says that the strong exhibitor uptake paints an encouraging picture of growing market confidence. Similarly, the event's New Products Showcase is now also fully booked with a record 279 entries (up 12% on the same time last year).

As a snapshot of the natural and organic market, the 2013 event certainly reflected a more buoyant mood than in recent years (attendance was a significant 20% up on 2012, for one). Feedback from the show floor saw many delighted exhibitors commenting that the attendees – 8,810 in all – were ready and, perhaps more importantly, able to do business. While 92% of surveyed visitors rated their show experience as excellent/good.

For 2014, Natural & Organic Products Europe is looking to build on that success, with an unprecedented 550 companies from 45 countries preparing to showcase thousands of brands (including food, drink, health, nutrition, personal care, beauty and eco-living products) when doors open next month.

So what can visitors expect from the biggest edition in the event's 18 year history? More new companies for a start – including (the most recent additions to the exhibitor list) organic skincare specialist c/o GERD from Swedish Lapland; VIVAcity Dead Sea Beauty Products from Jordan; TanOrganic, the world's first eco-certified aloe vera based self-tanning brand, from Ireland; and Oz Garcia (the celebrated American nutritionist is promoting his Brain Enhancement supplement and Pure Artic Oils). And from the UK, there's Silk + Honey, promoting its luxury, all-natural, do-it-yourself beauty products; Ultra Bee, with its new bee venom skin care range; and cold pressed juice company Plenish Cleanse.

With all the stands booked, many of the show's pavilion participants have also now been confirmed.

Eco Luxe Beauty Pavilion (new for 2014)

Exhibitors include Australia's award winning INIKA Cosmetics; Aura-Soma – creator of AEOS organic skincare and makeup; VIVAcity Dead Sea Beauty Products; and Voda Naturalna - whose premium, bottled, well water (Voda Naturalna and Voda Collagen) is drawn from 85 metres below the ground in Poland.

USA Pavilion

New exhibitors include AltoViva LLC (creators of AltoViva™ Immune System, a complete nutritional, probiotic, and herbal supplement); nutritional supplement specialist Robinson Pharma; Avvyva (premium bath and body care products); EZ Squeezes (new refillable and reusable food pouches for kids and adults); and Define Bottle (recognised as one of the 100 Brilliant Companies of 2013 by Entrepreneur Magazine for its new eco-friendly water bottle that promotes nutrient-rich, fruit-infused water to go).

They join returning exhibitors Savvy Green (eco household cleaning products); Nutrex Hawaii; Quality of Life Labs, LLC; and Wild Planet Foods (sustainably sourced canned seafood – tuna, sardines, salmon, and shrimp).

HFMA Pavilion

Pharma Nord UK is a welcome new addition to this year's show. One of Europe's largest manufacturers of vitamins, minerals and dietary supplements, it will be appearing alongside leading suppliers (and HFMA Pavilion regulars), such as Comvita (one of the world's largest manufacturers of UMF Manuka honey); Heath & Heather (fruit and herbal tea infusions); Bravura Foods Limited (exclusive distributor of Panda Confectionery products in the UK and Ireland); Natural Trade Brokers (its clients include Green People, Eskimo, Ricola, Sun Chlorella, Proven and Global by Nature); Booja-Booja (organic, dairy free, gluten and

soya free chocolate and ice-cream); Anyone 4 Tea (European distributor of the Spry Dental Range, XyloSweet Xylitol sweetener, Cheeki stainless steel bottles, and Bergamet Supplements); BetterYou (DLux Vitamin D Oral Sprays and transdermal magnesium products); and the Health Food Manufacturers' Association (HFMA).

Vegan Society Pavilion

The Vegan Society is celebrating its 70th anniversary this year. To mark the occasion, its pavilion at the show is 40% bigger for 2014 to accommodate 17 member companies. Although there are no specific figures for veganism, Mintel estimates that the meat-free market could be worth £800m by 2017 (it was £634m in 2012). New companies at the show include Holy Llama (whose new concentrated Spice Drops range has recently been shortlisted in Ocado's Britain's Next Top Supplier Competition); Ronan Foods (creator of the Yi brand of ice cream alternatives); Divina Teresa – The Veggie Company (vegan fish specialist); Govinda (organic desserts); VDelicious Cupcakery; Conscious Chocolate; Venture Foods; Zingology (fruit and vegetable whole food and juice powders); and Jeeva UK (which is launching its new organic and cold-pressed raw virgin coconut oil exclusively at the show).

Returning exhibitors include Creative Nature Superfoods; Smooze (natural fruit ices made from 100% freshly pressed coconut milk, real fruit juices and purees); Chimpanzee Bars; GOOD Hemp; The Field Roast Grain Meat Company; and Violife by Viotros (dairy-free cheeses).

Raw Food Pavilion

Another market gaining increased momentum over the last few years is the raw/living foods movement, which has seen more consumers turning to pure, uncooked, unprocessed food and drink to complement their natural lifestyle. Reflecting this growing trend, the number of raw food products available across the show has doubled. Highlights for 2014 include Green Gate (each daily packet of its Signature Blend offers high quality extracts from over 50 of the most enzyme-rich, nutrient-dense foods on the planet); Primrose's Kitchen (award winning raw vegetable mueslis, superfood blends and raw nut butters); Pana Chocolate (handmade, hand-wrapped chocolate bars from Australia); and Nosh Raw (the world's first range of 100% raw smoothies, juices and wheatgrass shots).

Sicilian Organic Food Pavilion (new for 2014)

Sicilian producers are renowned for creating some of the finest quality olive oils on the market and visitors to the new pavilion will be spoilt for choice; with Sicilian Frantoio Olerio Gaspare Sarullo, Favacchio Emanuele, Azienda Agricola Serra di Mezzo, Azienda Agricola Antonino Centonze, and Az. Agricola Cataldi all showcasing their unique varieties.

Other Sicilian food and drink specialities are also well represented, including hazelnuts, almonds and pistachios from F.lli Caprino; honey, jams and marmalades, liquors, sweets and chocolates from Melauro di La Ferrera Aldo; Bio Global Gap certified vegetables, tomatoes, zucchini, sweet peppers, and aubergine from Alba Bio Soc. Coop; organic wine from Maggio Vini Sas and Aziende Tamburello; cherry tomato sauces, toppings for bruschetta, patés and pesto from Salempina; and Il Modicano – Organic Chocolate.

Argentinean Pavilion

New participants include Natural Nutriseeds (Chia Seeds, Flax Seeds, Sesame, Quinoa, and Sunflower); Pachamama Products (produce edible seeds and by-products such as chia, flax, sesame and amaranth); ProNut (organic Peanuts, peanut butter, soybean meal, and soybean-peanut meal). They join returning exhibitor Building Bridges (dulce de leche, traditional yerba mate, chimichurri sauce, empanada pastry and alfajores).

French Food Pavilion

New participants this year include winery Caves de Rauzan; Atalaya – Holonage (producers of organic oils rich in omega-3); and GAIA (cereals, pasta and pulses). They join returning exhibitors Emile Noel (home to the world's largest range of first cold pressed organic virgin oils); distiller Combiar (fruit-liqueurs from the Loire Valley); Les Jardins de Gaia (the no.1 supplier of organic and Fairtrade tea in Europe); and Arcadie (its brands include L'Herbier de France and Cook – spices and herbs).

Italian Food Pavilion

New exhibitors include organic baked goods specialists A.T.& B. Srl (brands include Verde&Bio, Bocchietto 1878 and Special Diet); Peltuinum – Antica Azienda Agricola (traditional producer of L'Aquila Saffron); and Maiello Antonio – Olives.

Soil Association Organic Chilled Food Pavilion (new for 2014)

Chilled food already accounts for more than 40% of the UK's £1.64bn1 organic market, and sales across the category are on the increase. This new pavilion will showcase everything from cheese, milk, yoghurt, cream and butter, to meat, drinks and baby food from a host of first time exhibitors. Among them are Riverford Farm Dairy, Brown Cow Organics, Godminster, Heavenly Tasty Organics, Real Nice Organic, Plenish Cleanse, Bio-tiful Dairy, and PIP Organic.

Organic Trade Board (OTB) Pavilion

Marthomi Allergy Free Foods GmbH (whose fun range of chocolate bars and figure cookies are free from all 14 EU recognized food allergens, including nuts and soy) will be making its debut this year alongside returning exhibitors like Clearspring; Alara Cereals/Of The Earth Superfoods; Organico Realfoods; Queenswood Natural Foods; Tideford Organic Foods; Seed and Bean Organic Chocolate (promoting its new flavour Cornish Sea Salt and Lime Milk); Trioni (which is launching a new high protein sports drink called Daionic); Doves Farm Foods; and Hampstead Tea London.

To view the show's full exhibitor list, visit <http://onlineexhibitormanual.com/nope14/exhi/exhibitorList.aspx>.

Natural & Organic Products Europe takes place on 13-14 April 2014 at Olympia London, and includes four show sections: Natural Living, Health & Nutrition, Natural Beauty & Spa and The Natural Food Show. Entry includes access to Keynote sessions, Natural Beauty & Spa seminars and live Natural Kitchen demonstrations.

To register for a free trade pass to Natural & Organic Products Europe 2014, please visit www.naturalproducts.co.uk (or <http://www.eventdata.co.uk/Visitor/NPE.aspx?TrackingCode=NPEPR>) and quote priority code NPEPR.

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Notes to Editors:

High resolution imagery from Natural & Organic Products Europe 2013 is available upon request:

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About Diversified Communications UK

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Sussex and Nailsworth, Glos. In addition to Natural & Organic Products Europe, Diversified UK's portfolio includes Natural Products magazine; the Natural Beauty Yearbook; Natural Products Scandinavia and Nordic Organic Food Fair (in Malmö, Sweden); camexpo – the UK's biggest professional event for the complementary, natural and integrated healthcare community; 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); OceanBuzz; MARELEC Marine Electromagnetics conference (in Hamburg, Germany); GEO Business (new for 2014); office; and SITS – The Service Desk & IT Support Show.*

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