



## PRESS INVITE: Natural & Organic Products Europe 2014

Welcome to **Natural & Organic Products Europe** – Europe's biggest trade show for natural, organic, fair trade, free-from, eco and healthy living products, taking place this weekend (Sunday & Monday, 13-14 April) at Olympia, London.

Innovative, inspiring, buzzing, brilliant, and essential – these are just some of the words attendees used to describe the 2013 show, which attracted 8,810 attendees (up 20% from 2012). This year's edition is set to be even bigger, with an unprecedented 550 companies from 45 countries.

The show presents a unique opportunity for writers and editors to source hundreds of new products for their readers - including food and drink, health and nutrition, beauty and personal care, and natural living brands.

**To apply for a press pass to attend, please email your details to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) before 4pm on Friday 11 April.**

**Alternatively register for a free trade visitor pass at <http://www.eventdata.co.uk/Visitor/NPE.aspx?TrackingCode=NPEPR>.**

### NEW PRODUCTS

Follow the links below for an exclusive preview of some of the new launches being introduced at this year's show:

- Natural Health & Nutrition: [www.naturalproducts.co.uk/natural-organic-products-europe-health-nutrition-exhibitor-show-highlights-2014](http://www.naturalproducts.co.uk/natural-organic-products-europe-health-nutrition-exhibitor-show-highlights-2014)
- Natural Living: [www.naturalproducts.co.uk/natural-living-show-highlights-at-natural-organic-products-europe-2014](http://www.naturalproducts.co.uk/natural-living-show-highlights-at-natural-organic-products-europe-2014)
- Food & Drink: [www.naturalproducts.co.uk/the-natural-food-show-2014-exhibitor-show-highlights](http://www.naturalproducts.co.uk/the-natural-food-show-2014-exhibitor-show-highlights)
- Natural Beauty & Spa: [www.naturalproducts.co.uk/natural-beauty-spa-show-highlights-at-natural-organic-products-europe-2014](http://www.naturalproducts.co.uk/natural-beauty-spa-show-highlights-at-natural-organic-products-europe-2014)

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

### BIG NAME SPEAKERS

Craig Sams; Patrick Holford; Dr Marilyn Glenville; Julia Lawless (Aqua Oleum); Janey Lee Grace; Amarjit Sahota (Organic Monitor); Alban Maggiar (European Federation of Associations of Health Product Manufacturers); local food champion Barny Haughton; The Medicinal Chef Dale Pinnock; expert mixologist Dan Thomson; and award-winning chef Rachel Green are just some of the speakers appearing this year.

Other highlights include the exclusive trade launch of the Soil Association's annual Organic Market Report (in The London Room at 2pm) and the Natural Health Beauty Awards ceremony (in the Natural Beauty & Spa Theatre at 10.30am), both on Monday 14 April.

For full seminar timings and listings, please visit [www.naturalproducts.co.uk/education](http://www.naturalproducts.co.uk/education).

**Registering in advance is highly recommended as press passes are not guaranteed to be issued on the day (and a £20 door charge may apply). It will also enable fast track entry.**

**To apply for a press pass, please email your details to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk).**

Please note:

- This is a TRADE ONLY EVENT.
- Press passes are available to editorial staff employed by a trade or consumer publication, mainstream media outlet (newspaper, radio, TV, etc), or online magazines.
- Freelance writers, contributing editors, or bloggers may also request press passes, however additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion.

- Marketing/advertising, sales, PR representatives, publishers, and other non-editorial professionals of media organisations are NOT eligible for press passes.
- Film crews will not be admitted into the event without prior authorisation from the show organiser.

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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 & Organic Products Europe 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)

[www.divcom.co.uk](http://www.divcom.co.uk)

[www.twitter.com/DiversifiedUK](http://www.twitter.com/DiversifiedUK)

[www.facebook.com/DiversifiedUK](http://www.facebook.com/DiversifiedUK)

**Exhibitor enquiries to:**

Carol Dunning, Event Manager

t: 44 (0)1273 645125

e: [cdunning@divcom.co.uk](mailto:cdunning@divcom.co.uk)

[www.naturalproducts.co.uk](http://www.naturalproducts.co.uk)

[www.twitter.com/NatProductsShow](http://www.twitter.com/NatProductsShow)

[www.facebook.com/pages/Natural-Organic-Products-Europe/10062212667939](http://www.facebook.com/pages/Natural-Organic-Products-Europe/10062212667939)

**Notes to Editors:**

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

*Natural & Organic Products Europe, launched in 1997, is the UK's biggest trade show for the natural products, health food and organic sectors. In 2013, its 17th edition enjoyed a 20% increase in attendance – having attracted 8,810 industry professionals from 76 different countries (excluding revisits) compared to 7,352 in 2012.*

**VISITOR INFORMATION: TRADE only**

Location: The Grand Hall Olympia, Kensington, London W14 8UX, UK

Opening hours: Sunday 13 April, 9.30–17.30 & Monday 14 April, 9.30–17.00

**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.*

*Diversified UK is part of Diversified Communications, a leading international media company with a portfolio of eMedia, events, publications and television stations ([www.divcom.com](http://www.divcom.com)).*