



## **Nordic Organic Food Fair 2014: Organic Denmark, Menigo, Agrarmarkt Austria, Biol Italia and EXTENDA Andalusia to host new show pavilions**

Trade visitors to this year's Nordic Organic Food Fair, taking place on 26-27 October in Malmö, Sweden, will enjoy an increased opportunity to expand their international food and drink offering, with over 150 organic producers, suppliers, and distributors from 26 different countries now confirmed.

Fast becoming established as the premier international trade event for the Nordic region's natural and organic food sector, Nordic Organic Food Fair 2014 has more than doubled in size since its launch event last year, which attracted 3,158 attendees.

This significant expansion in exhibition space has enabled organiser Diversified Communications UK to add five vibrant new pavilions to the show's feature list.

With a focus on promoting fresh organic produce, the new pavilions include Organic Denmark – Denmark's non-profit organisation of organic companies, consumers and farmers, Menigo's Organic Marketplace for Fresh Produce (featuring their own chef doing live demos throughout the show); Agrarmarkt Austria; Italian Pavilion; and Andalusian Pavilion.

They join returning pavilions from KRAV and The Soil Association, plus the Mecklenburg-Vorpommern Pavilion (exhibiting products from North-East Germany).

### **Organic Denmark Pavilion**

Aided by years of supportive government policies towards organic practices, when it comes to buying organic, Danish consumers have been driving market growth in the Nordic region for years. Organic Denmark's pavilion at Nordic Organic Food Fair will promote fifteen Danish companies to an international audience.

"The Danes are 'world champions' in selling organic products," comments Helene Birk, International Marketing Manager at Organic Denmark/Økologisk Landsforening.

"Organics enjoys the largest market share in the world in Denmark – at 7.8%, and the export of organic products has increased by 12% between 2012 and 2013. This is the first year that Organic Denmark is attending Nordic Organic Food Fair, and we hope that it will be successful for our Danish organic producers," she says.

### **Italian Pavilion**

A firm favourite with millions of consumers all the way round the world, Italian cuisine relies on using high quality ingredients to create simple, versatile and tasty dishes. Visitors to this new pavilion (hosted by Biol Italia Associazione) will be able to source a range of authentic organic ingredients and finished products from the following exhibiting companies:

- ARCOBIO - Az. Agricola Arcoria Pietro (citrus fruits, apricot and olive oils)
- Az. Agric. San Matteo di Carlo Limone (jams and marmalades from Sicily)
- Cereal Terra (hors d'oeuvres, pasta sauces, savoury spreads and pâté)
- Prima Qualita Bio (artisan breads and bagels)
- Frantoio Raguso (extra virgin olive oils)
- Molino Andriani (pasta and rice)
- Torrefazione caffè Michele Battista (fresh coffee – beans, ground and pods)
- Le Erbe dello Chef BIO s.s. di Miletì Angelo (fresh herbs)
- Ormabio S.r.l

### **Andalusian Pavilion**

As the world's largest producer of olive oil, Andalusia is renowned for its choice of quality oils. This year's visitors to the Andalusian Pavilion (hosted by EXTENDA Trade Agency for Andalusia) will be able to sample organic varieties from Luque

Organic Olive Oil – Alcubilla; Campomar Nature; Conde Benalúa Bio; and Olivar De Segura.

Other food and drink specialities are also well represented, including Pedro Ximenez sweet raisin wine and Montilla-Moriles vinegars from Bodegas del pino; and red, white and rose wines from Cortijo El Cura - Eco-Bodega. And there's an array of fresh fruit and vegetables on show from El Cortijo Bio; Eurocastell – Biocaña; BIO Green-Food; Ecopark Organic Produce; Bionest (berries); and Balcón de Níjar (cherry tomatoes).

### **Soil Association Pavilion**

Hosted by Soil Association Certification, confirmed exhibitors include Clearspring, makers of authentic Japanese and organic fine foods; Coco Zumi, with its pure organic fair trade coconut water and raw organic extra virgin coconut oil; and Equinox Kombucha – an organic raw Kombucha tea company.

“What makes Nordic Organic Food Fair so different is that it's reaching a territory that is so important for UK organic exporters,” said Soil Association Certification's trade relations manager Lee Holdstock after last year's show.

“There's impressive growth in this region and a deep understanding of organic – and we want to ensure that Soil Association licensees get the opportunity to be part of that,” he said.

### **KRAV Pavilion**

The KRAV-label is the most well-known symbol in Sweden for organically produced food. Hosted by KRAV, pavilion members include Kiwa Sverige, sauces specialist Jesses Deli (Béarnaise, Hollandaise and Örtkryddsås), and new exhibitor Scandinavian Organics AB – the only company in Scandinavia producing organic chicken meatballs. Its range also includes fresh stocks and organic protein drinks and soups.

### **New innovations in natural food**

Nordic Organic Food Fair is co-located with Natural Products Scandinavia, which means visiting food buyers also benefit from access to hundreds of innovative natural food and drink products from world-leading brands and exciting new producers.

Exhibitors for 2014 include Goodtrade Scandinavia AB; Biofood AB; Veganz; Wertform GmbH; Intellifood Sweden AB; Nature et Aliments; Sonnentor; Coconut Bros; Pukka Herbs; Rochester Ginger Drinks; Glebe Farm Foods; Artic Moods; Biofournil; and Georg Rösner Vertriebs GmbH.

To view and search the 2014 exhibitor list (which includes companies exhibiting at both shows), please visit <https://onlineexhibitormanual.com/divnps14/Exhifa/exhibitorlist.aspx>.

Nordic Organic Food Fair will return to Malmö, Sweden, on 26-27 October 2014. For more information, and to register for a free trade ticket, please visit [www.nordicorganicexpo.com](http://www.nordicorganicexpo.com) and quote priority code NOFUK102 (direct link: <http://www.eventdata.co.uk/Visitor/Nordic.aspx?AffiliateCode=NOFUK102>).

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### **Notes:**

*Nordic Organic Food Fair has been shortlisted for the Best Tradeshow Exhibition (UK & International) under 2,000sq.m Award at the UK's Association of Event Organisers' annual Excellence Awards. In April 2014, it was named a finalist in the Best International Launch category at the UK's Exhibition News Awards.*

*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 Organisers' annual Excellence Awards.*

*High resolution imagery is available upon request.*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. In addition to lunch!, Diversified UK's portfolio includes Casual Dining; Natural Food Show at Natural & Organic Products Europe; Natural and Organic Awards; Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); camexpo; Natural Products magazine; Natural Beauty Yearbook; office\*; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine*

*Electromagnetics conference (in Philadelphia, USA); SITS – The Service Desk & IT Support Show; ServiceDesk360; Euro Bus Expo; Coach and Bus Live; Best of Britain & Ireland; The Route One Operator Excellence Awards; The National Coach Tourism Awards; Route One magazine; and Coach Monthly. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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