



## Natural & Organic Products Europe opens visitor registration for 2016

*Europe's biggest trade event for natural and organic celebrates its 20th anniversary at ExCeL London next April*

With its milestone twentieth anniversary fast approaching, the Natural & Organic Products Europe trade show has revealed a first look at its 2016 line-up.

Widely regarded as the flagship event for the UK and European natural and organic products industries, the show – which recently opened its visitor registration for 2016 – will host its biggest ever edition at ExCeL London on 17-18 April.

Running throughout the two days, the show's extensive three-theatre seminar and demo programme is renowned for attracting a host of high-profile brands and top experts from across the natural and organic world. And 2016 is certainly no exception.

Senior representatives from Holland & Barrett, Waitrose, Ocado, Soil Association, Health Food Manufacturers' Association (HFMA), Organic Monitor, Organic Trade Board, Vegan Society, National Association of Health Stores (NAHS), and NATRUE are just some of the speakers soon to be announced. Whilst already confirmed names include organic pioneer and Green & Black's founder Craig Sams; Morten Møberg Nielsen, MD of Netto UK; leading nutritionist Patrick Holford; Benjamin Brown ND, director of technical services at Viridian Nutrition; Graham Botfield, founder of Living Nutrition; The Super Foodist Rick Hay; and Natural Food Kitchen host Jay Morjaria, founder and executive chef of Sutra Kitchen (back hosting the show's Natural Food Kitchen cooking demos).

Opening day session highlights include Jim Manson, editor of *Natural Products News*, discussing key retail trends, changing consumer behaviour, and the findings of 'Health Check: Natural Products Retailing in 2015-16'.

"This will be the third of our annual 'Health Check' survey on the specialist natural products trade," says Manson. "Not only will it give a fascinating snapshot of the health food trade in 2015-16, but by tracking key issues and trends over time we'll be able to show where the real opportunities – and challenges – for the trade lie. Because it's the only detailed piece of research into the specialist natural products channel, the latest Health Check survey is now seen as the benchmark report for our sector. Expect some surprises, and some really great insights from retailers."

The results from the 2014-15 survey, published in April, can be viewed at <http://www.naturalproducts.co.uk/wp-content/uploads/Health-Check-Survey-2015.pdf>.

Second-day highlights include the announcement of the winners of the prestigious Natural & Organic Awards Europe 2016. Top entrepreneur Deborah Meaden, best known as one of the dragons from BBC2's hit show *Dragons' Den*, will be taking centre stage to present the new format awards to the standout brands and products of the year from 8.30am (open to exhibitors and press only, show opens to visitors at 9.30am).

### The latest natural & organic innovations

The show's pivotal focus on promoting (and launching) new natural and organic innovations – across four dedicated feature areas (The Natural Food Show, Natural Health, Natural Living, and Natural Beauty & Spa) – has won it pole position on the spring trade show calendar and made it an essential visit for buying teams across the world looking to source the next wave of bestsellers. And they'll have more choice than ever for 2016 – with an unprecedented 650 companies, showcasing the best choice of natural, organic, fair trade, free-from, vegan, vegetarian, and eco-living products, set to exhibit.

Enjoying a central position at the heart of the show, this year's natural health exhibitors include BioCare, Healthaid, Solgar Vitamins & Herbs, TIANA Fair Trade Organics, Viridian Nutrition, Bare Biology, NutriStrength, Drasanvi, Vitae, Lamberts Healthcare, Pharma Nord, Higher Nature, MV Nutrition, and Biovita.

Natural Living exhibitors include Humble Brush, Tidoo, Boody Bodywear, Fairliving, Natural Eco Trading, phi energyDOTS, Tosh Products, dryerballs from Mrs Green's Laundry, Soapnuts, Tsuno and Hifas de Terra.

Natural Beauty & Spa exhibitors include Bathing Beauty, Melvita UK, Faith in Nature, Inika Cosmetics, Natura Siberica, Little Butterfly Organic, Montagne Jeunesse, Pravera Direct, Red Anchor Supply Co, Tabitha James Kraan, Aqua Oleum, Absolute Aromas, Ecotan, and Nature's Dream. New for 2016, the show will also feature its first ever NATRUE pavilion. Participating brands, all offering the added value of the NATRUE certification seal, include Weleda, Lavera, Gala, Le fate della terra, Brandpur, Aromeda, and Vivienne Swiss Formula.

Natural Food Show exhibitors include Andean Valley, Barcelona Food Ingredients, Sambazon, Aduna, Organic Herb Trading Company, Sonnentor, Greenis UK/Juico, Biogroupe, Vivani Chocolate, Booja-Booja, Natural Balance Foods, NatureCrops, Tofutown, and Professor Grunschnabel Ice Cream.

The initial exhibitor list will be available to view online, later this month.

### **Save the date for 2016**

Fantastic, impressive, amazing, exceptional, and wonderful – is just some of the feedback received from this year's attendees, with 95% of surveyed visitors planning to return in 2016.

"A great show! This one has the potential to be the global No. 1 destination, as it encompasses the best of natural, organic, beauty and healthcare all under one roof," says Craig Sams, organic pioneer and Green & Black's founder.

"We've really enjoyed the show. If you're in the natural and organic world, Natural & Organic Products Europe is something that you've got to do – everyone gets something from it. We'll definitely be back next year," says Mark Bazeley, buyer at Infinity Foods.

"Natural & Organic Products Europe is one of the highlights of our year. It's a brilliant opportunity to learn about and try new products, as well as catching up with existing suppliers. We will definitely be back next year!" says Joanne Hill, owner of Amaranth, named Best Independent Retailer at The Natural & Organic Awards 2015.

"The show was really spectacular, lots of buzz, lots of innovations and a really excellent environment. It's the place to go for exciting news on all things natural!" says Lynn Cardy, wellbeing writer at *Woman & Home Magazine*.

Natural & Organic Products Europe returns to London ExCeL on 17-18 April 2016. For more information and to register for a free ticket, please visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk) (direct link: <https://registration.n200.com/survey/1x8mta7ponbu6>).

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### **Notes:**

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