



## Holland & Barrett goes live at Natural & Organic Products Europe 2016

Holland & Barrett, one of the UK's biggest retailers and the largest health and wellness retailer in Europe, is to host an exclusive live pitching session at this year's Natural & Organic Products Europe trade show.

Taking place on Monday 18 April, the second day of the show, in the Natural Products Live Theatre at London ExCeL, the Buyers' Pitch session will give selected exhibiting companies an opportunity to demonstrate new product innovation with the winner gaining a chance to secure a potential listing with Holland & Barrett International.

Competing exhibitors will be invited to 'pitch' their new products or product innovations and potential next big thing in health and wellbeing to Holland & Barrett's senior buying team, including CEO Peter Aldis, Emma Cockerill, Head of Buying and Procurement, and Lysa Hardy, Chief Commercial Officer. They'll also have to win over a theatre audience full of visiting buyers and retailers in the process, as their votes may help swing the judges' decision.

"At Holland & Barrett, we're always keen to discover new trends or the next big thing, we like to think it's what sets us apart from our competitors," says chief commercial officer Lysa Hardy. "Natural & Organic Products Europe is great for us because it brings suppliers from all over the world to our doorstep, and gives us a chance to see, touch and taste the latest innovative new products which could help our customers live healthier lives.

"From the Buyers' Pitch, we're looking for truly original and brilliant creations. We're hoping candidates come prepared for some tricky questions, and if you've seen *The Apprentice* you know we won't be pulling any punches, but for the right product, this could be a life-changing pitch," she says.

The new initiative is open to all 650 companies currently booked to exhibit at Natural & Organic Products Europe 2016 (across all feature areas: The Natural Food Show, Natural Health, Natural Living, and Natural Beauty & Spa), with the final shortlist to be decided by Holland & Barrett before the show.

"We are delighted to launch the show's first ever live pitching session, in partnership with long-time show supporters Holland & Barrett. This is a real opportunity for our exhibitors to showcase product innovation and fast track their way to meet the Holland & Barrett team and potentially win a listing," says event director Carol Dunning.

Of course, Holland & Barrett buyers aren't the only ones looking to secure deals at the London show, which is celebrating its 20th anniversary edition this year. Whole Foods Market UK recently confirmed that it is coordinating its biggest ever contingent of regional buyers and team managers to attend across both days (planned events include team manager training and a formalised meet the buyers programme).

Waitrose, Boots, Tesco, Ocado, Sainsbury's, Infinity Foods, Planet Organic, The Health Store, Suma, Revital, NutriCentre, Superdrug, John Lewis, Harrods, Aldi, Costco, TK Maxx, Marks & Spencer, Fenwick, Hilton, Netto, Naturisimo, Victoria Health, The Hut Group, Whitworth Chemists, CLF Distribution, Sodexo, and EAT are just some of the other big names already pre-registered to visit. Over 10,000 attendees are expected.

### Save the date for 2016

Natural & Organic Products Europe – Europe's biggest trade event for natural and organic – returns to London ExCeL on 17-18 April 2016. For more information and to register, please visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk) (direct link: <https://registration.n200.com/survey/1x8mta7ponbu6?actioncode=NPPR22>).

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**Notes:**

*High resolution images are available upon request:*

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