



 **FREE FROM
FUNCTIONAL
FOOD EXPO**

 **FREE FROM
FUNCTIONAL
HEALTH INGREDIENTS**

23-24 NOVEMBER 2021 - RAI AMSTERDAM

FREE FROM • VEGAN • ORGANIC • FUNCTIONAL • INGREDIENTS



rai
AMSTERDAM

Venue: Amsterdam RAI Exhibition Centre

WWW.FREEFROMFOODEXPO.COM

Parallel organized with:

 **FREE FROM EXPO
PACKAGING**

23-24 NOVEMBER 2021 - RAI AMSTERDAM

BIODEGRADABLE • RECYCLABLE • BETTER PLASTICS • CARTON/PAPER

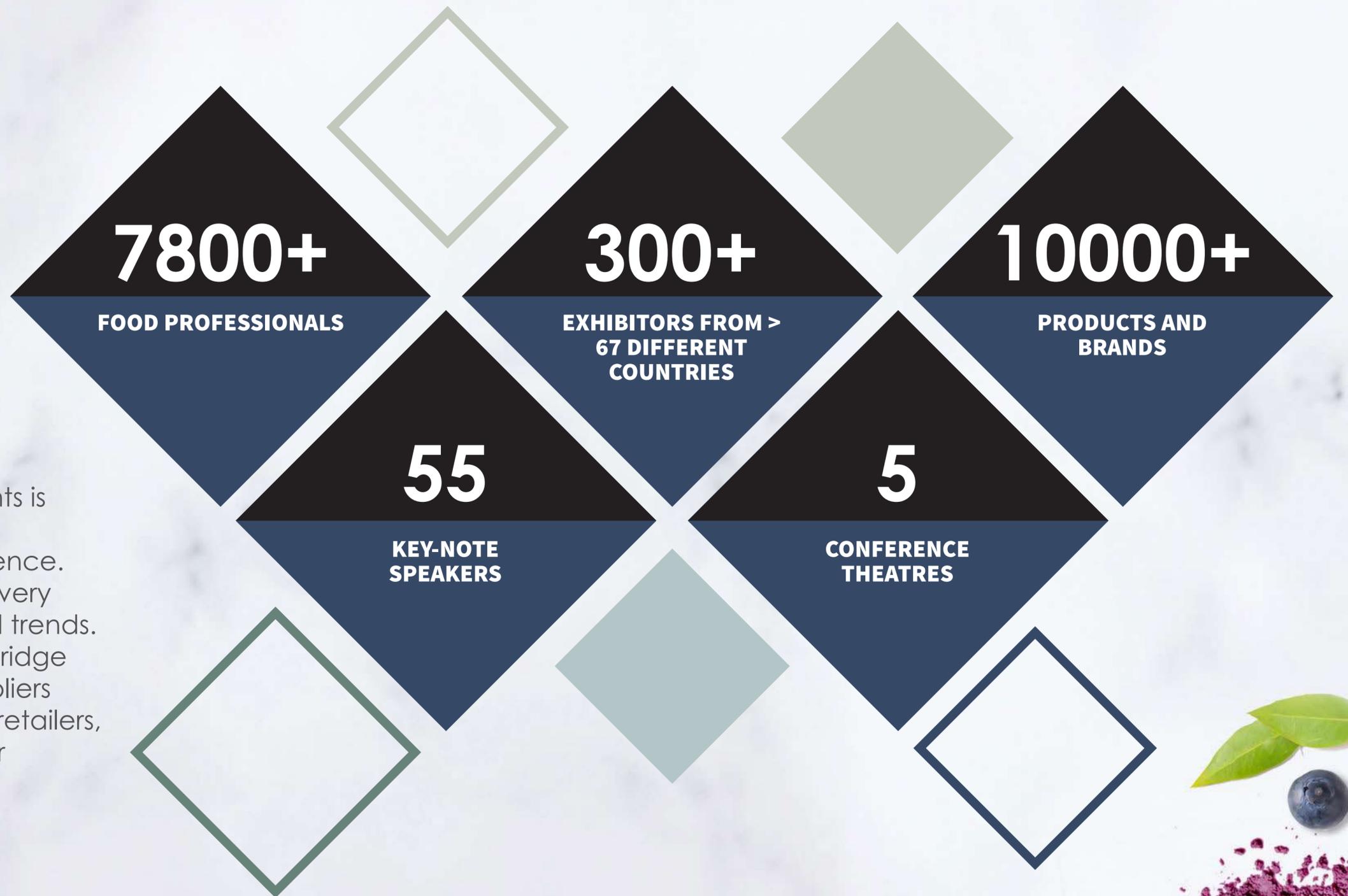


**THE MOST FOCUSED AND DEDICATED
FREE FROM TRADE SHOW INITIATED
BY INDUSTRY AND RETAIL**



EVENT PROFILE

Free From Functional & Health Ingredients is Europe's only dedicated free from and functional food trade show and conference. This expo is the key place to source the very latest in new product development and trends. Free From Functional Food serves as a bridge between free from functional food suppliers and free from buyers from Europe's top retailers, R&D, food service, bio, health and other free-from distribution channels.



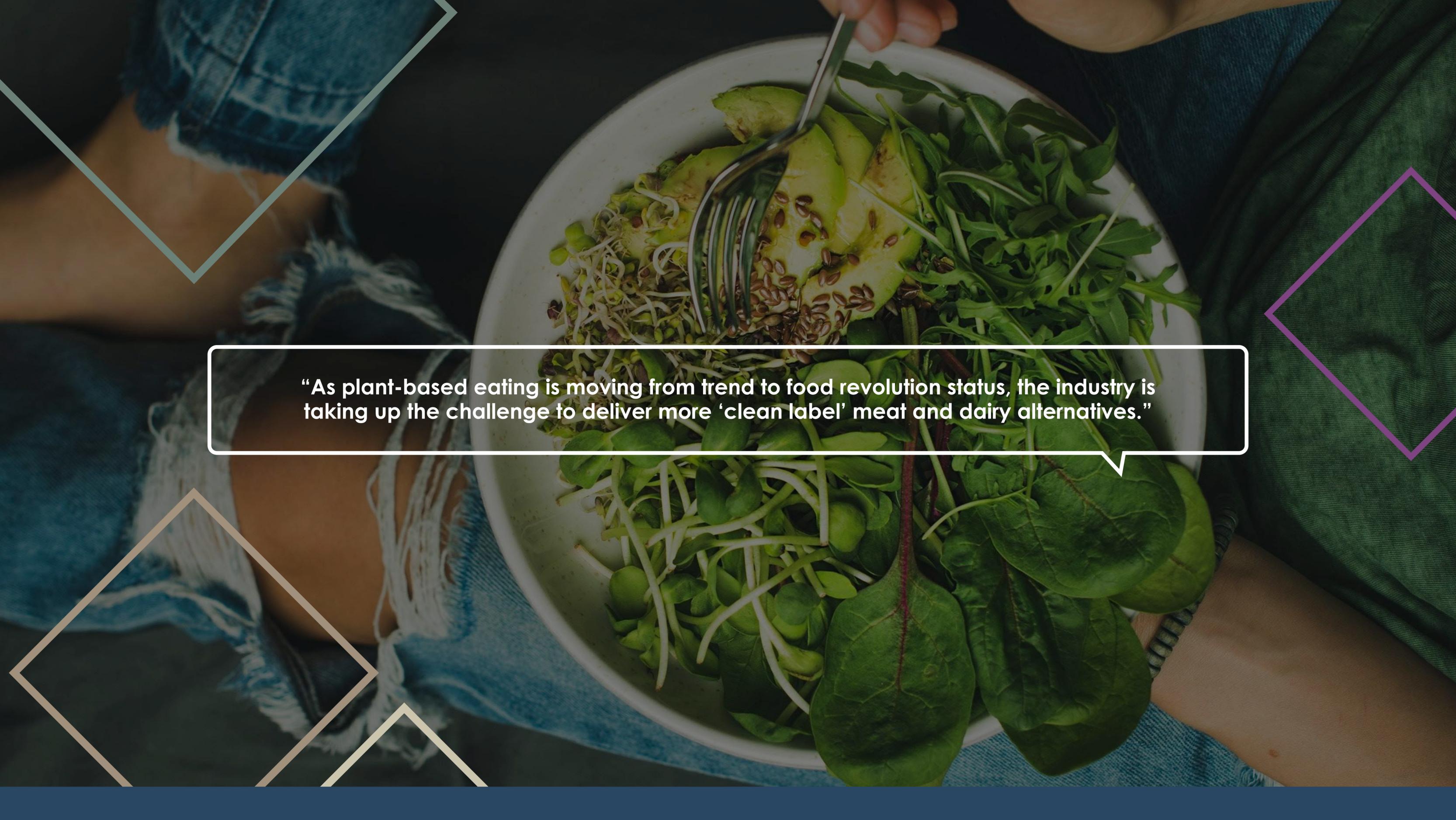
Each edition again, **Europe's Free From Functional Food trade show** is attracting more high qualified and focused Food Professionals working with Retail, Industry, Food Service, Bio Chains and more distribution channels like Catering, Horeca, Hotels and Online, sourcing healthy, trendy and fancy food categories and claims like:

Gluten Free
Lactose Free
Dairy Free
Sugar Free
Meat Free
Meat Replacements
Plant-Based
Vegan
Low Carb
Replacements

Fat Free
GMO Free
Soy Free
Chemical Free
Additives Free
Natural
Organic
Healthy Ageing Food
Nutritional Supplements
Sports Food & Beverages

Palm Oil Free
Wheat Free
Egg Free
Allergen Free
Protein Snacks
Sport Bars
Brain Food
Diet
Omega 3
Vitamins





“As plant-based eating is moving from trend to food revolution status, the industry is taking up the challenge to deliver more ‘clean label’ meat and dairy alternatives.”

TRADING PLATFORM STRONGHOLDS COVERING



FREE FROM

The Free From Food business is growing rapidly, becoming mainstream and offers more space on the supermarket shelves.



VEGAN

Vegan is one of the fastest growing Free From categories and with an increase of 500% of vegan and vegetarian products, more than a trend!



ORGANIC

Organic and Natural Products are back and trendy in the conscious and healthy mindset of the consumer.



FUNCTIONAL

Functional Food is adding performance and health benefits for vegans, sports lifestyle and healthy ageing.



INGREDIENTS

Ingredient solutions at the expo offers the opportunity for brand owners and food technologists or for retail and industry to develop new free from products and expand with new in-trend products.



“Strong focus centers on food innovation that supports consumers who are managing careers, families and social lives while striving to maintain healthy lifestyles.”



Free From Functional Expo European Data

>25%
GROWTH each edition

85%
RE-BOOKINGS



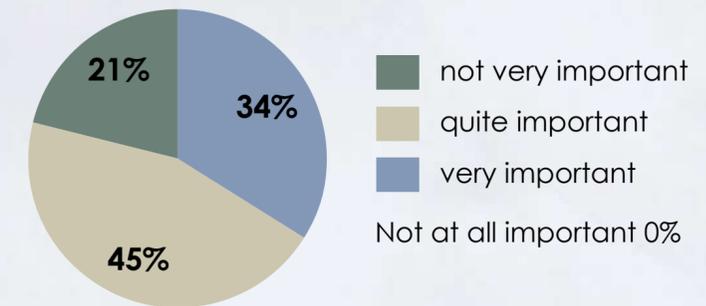
Organized
bi-annually North
and South editions:

- Freiburg 2013 & Brussels 2014
- Barcelona 2015 & Amsterdam 2016
- Barcelona 2017 & Stockholm 2018
- Barcelona 2019 & Amsterdam 2021

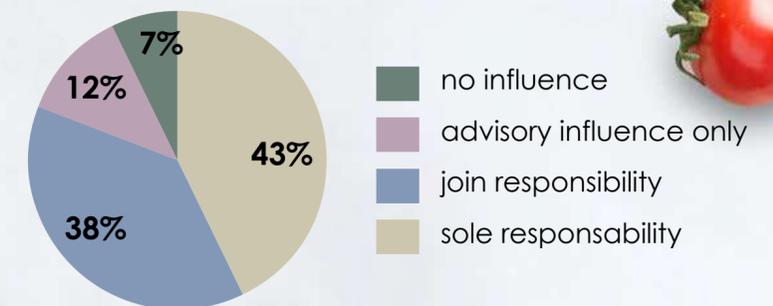


STATS DESIGN

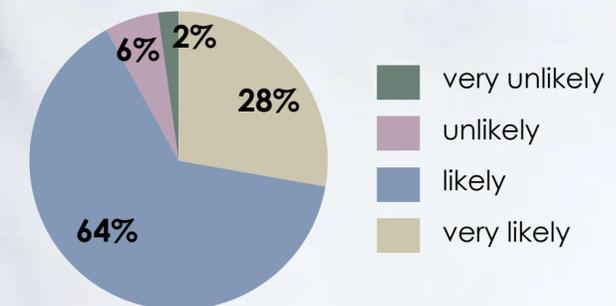
Some things in business are more important than others. Overall, how important is it to your business that you visit the show?



What kind of purchase role do you have in your company?



How likely are you to do new business with an exhibitor or visitor you met at the show?



“Health drives plant-based diets: More than ever, consumers are watching what they eat and choosing health above all.”





EXHIBITOR PROFILE

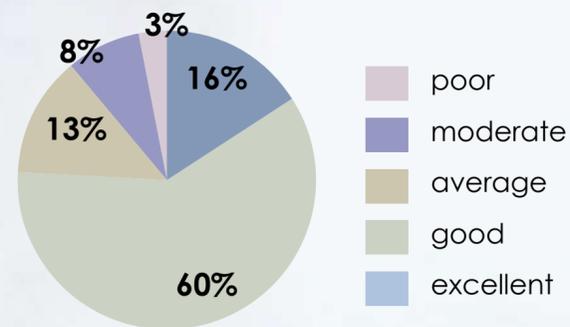
The exhibitors are free-from food manufacturers, organic food manufacturers, vegan food manufacturers, brand owners and/or private label, wholesalers, distributors, traders and other free-from & functional solution providers like Ingredient manufacturers who are active in the European free-from and functional food & beverage markets.

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential international buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.

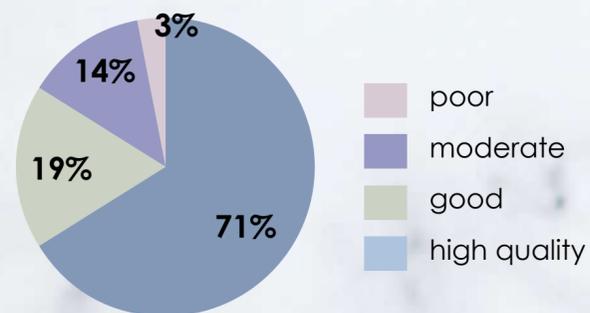
▶ [Open the 2019 Event-Report](#)

EXHIBITOR PROFILE

How do you rate the quality of the visitors?



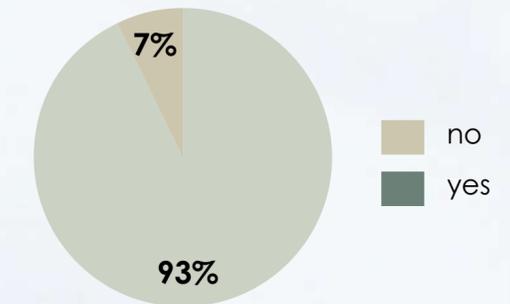
How do you experience the look/quality of the show and its exhibitors?



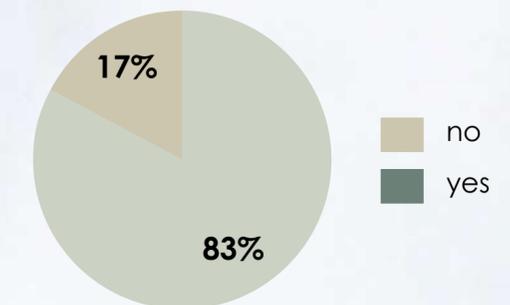
How do you look back on participating as an exhibitor?

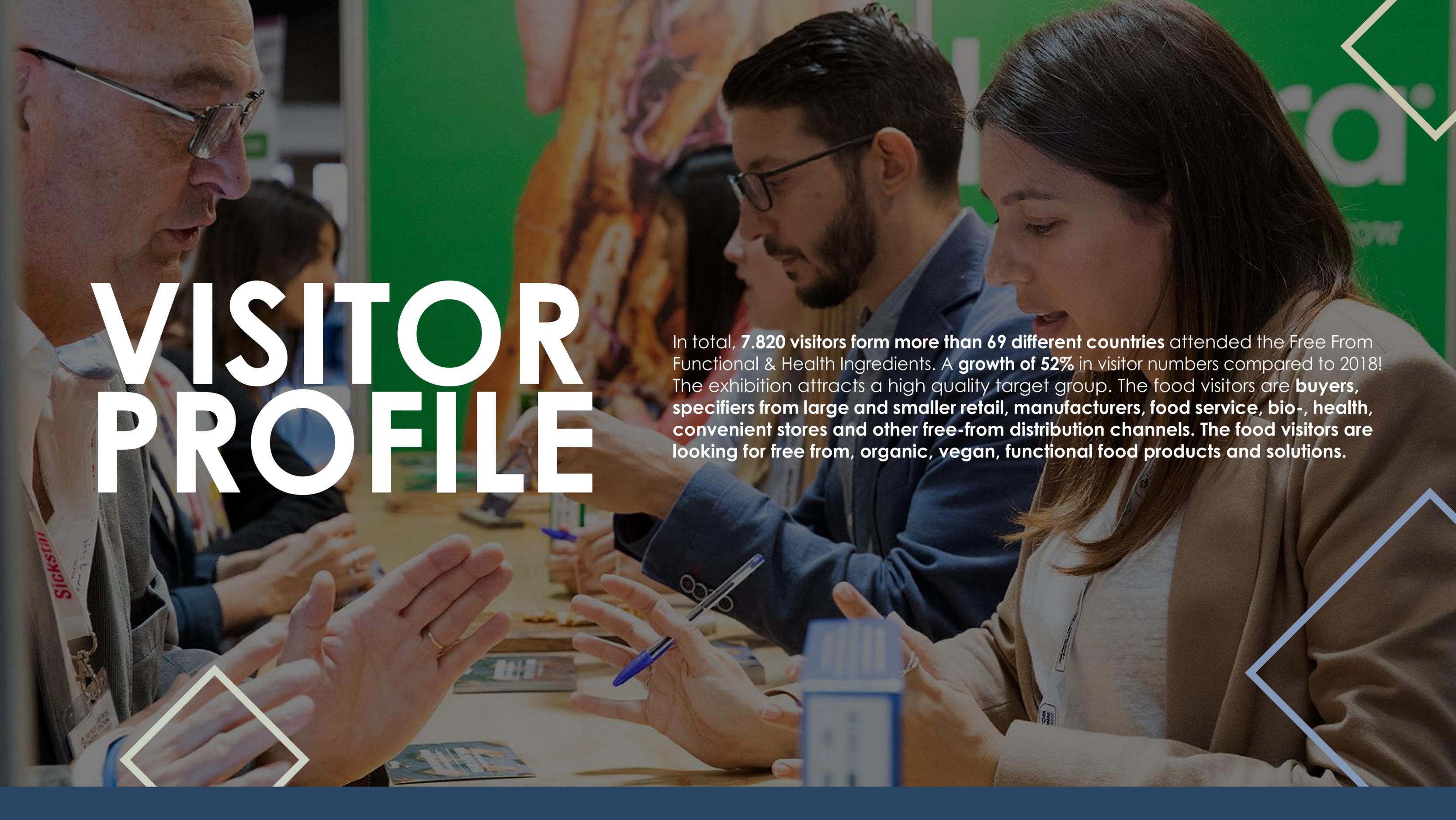


Have you made new business contacts at the show?



Do you expect to make sales as a result of your participation within the next 6 months?





VISITOR PROFILE

In total, **7.820 visitors form more than 69 different countries** attended the Free From Functional & Health Ingredients. A **growth of 52%** in visitor numbers compared to 2018! The exhibition attracts a high quality target group. The food visitors are **buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels.** The food visitors are looking for free from, organic, vegan, functional food products and solutions.

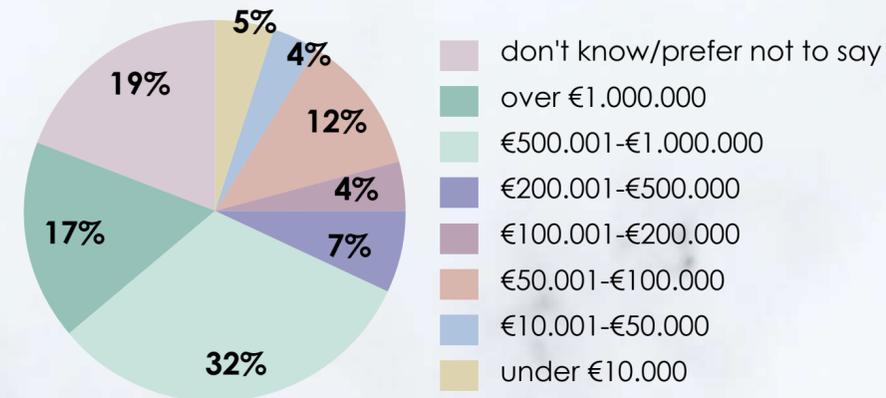
▶ Open the 2019 Event-Report

VISITOR PROFILE

What is your job function?



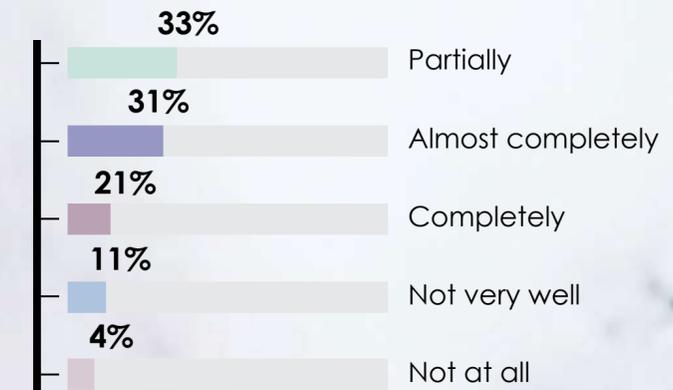
What is your department's annual spend on the types of goods/services exhibited?



What are your MAIN objectives for attending this show?



Overall, how well did you meet your objectives?



Highly Focused Visitors Doing Better Business



Snacks
Bread
Beverages
Sports Food
Ingredientes Solutions
Pasta
Dry food

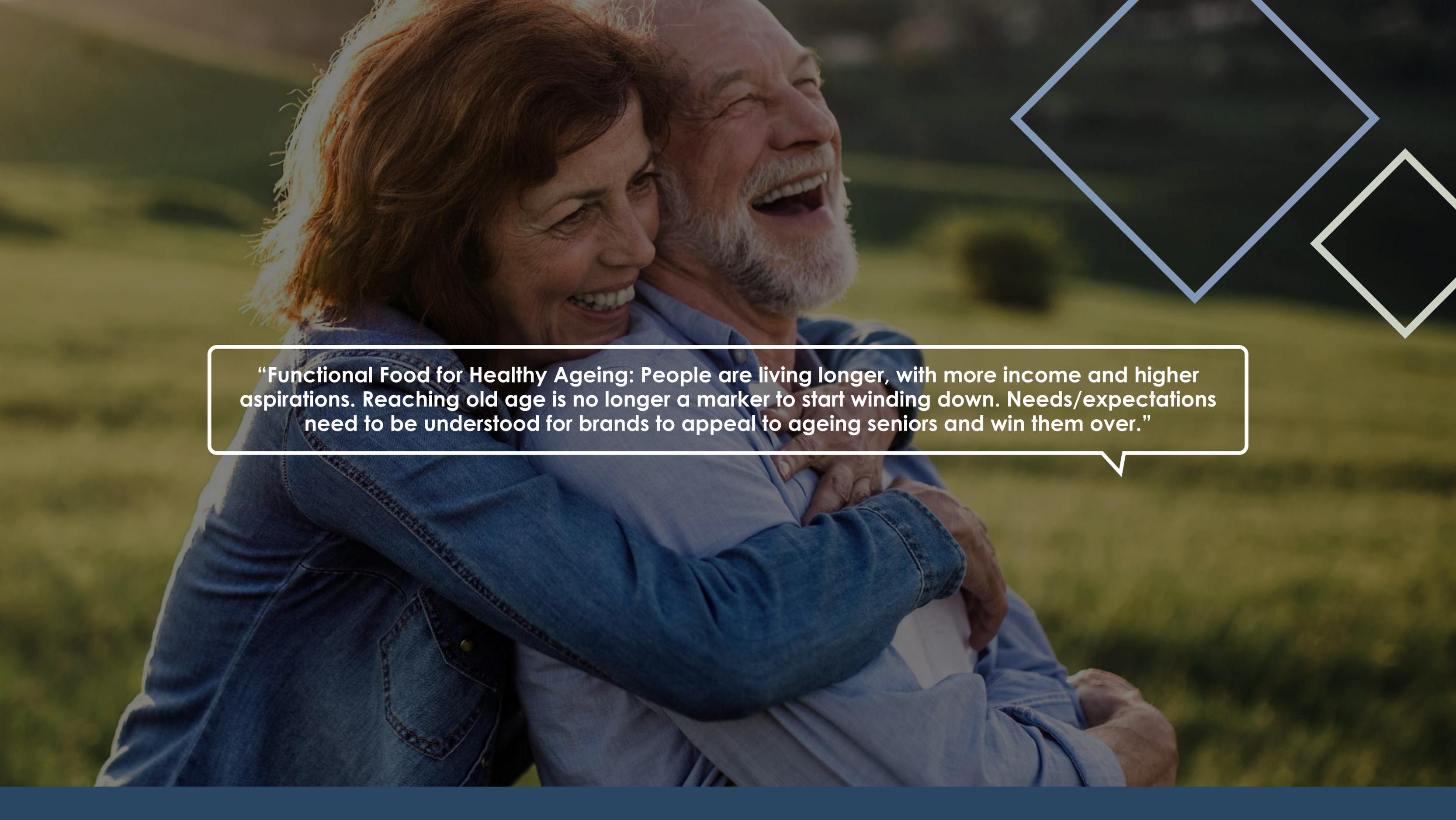


Ready Meals
Cereal
Gourmet
Dairy
"Meet Free"
Confectionary
Frozen



Private Label
Diet
Healthy Ageing
Brain Food
Replacements
Chilled
Breakfast



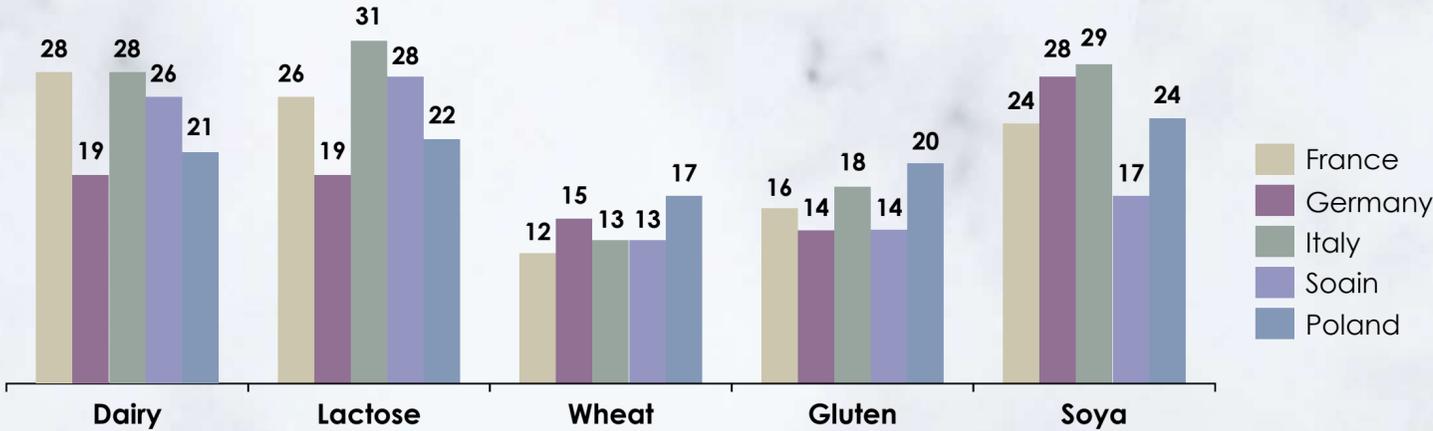


“Functional Food for Healthy Ageing: People are living longer, with more income and higher aspirations. Reaching old age is no longer a marker to start winding down. Needs/expectations need to be understood for brands to appeal to ageing seniors and win them over.”

The continuing growth of Free From

Avoiding food allergens and ingredients linked to intolerances is commonplace in Europe

Select European countries: "I avoid select food/ingredients", % of consumers who agree, 2008 G4

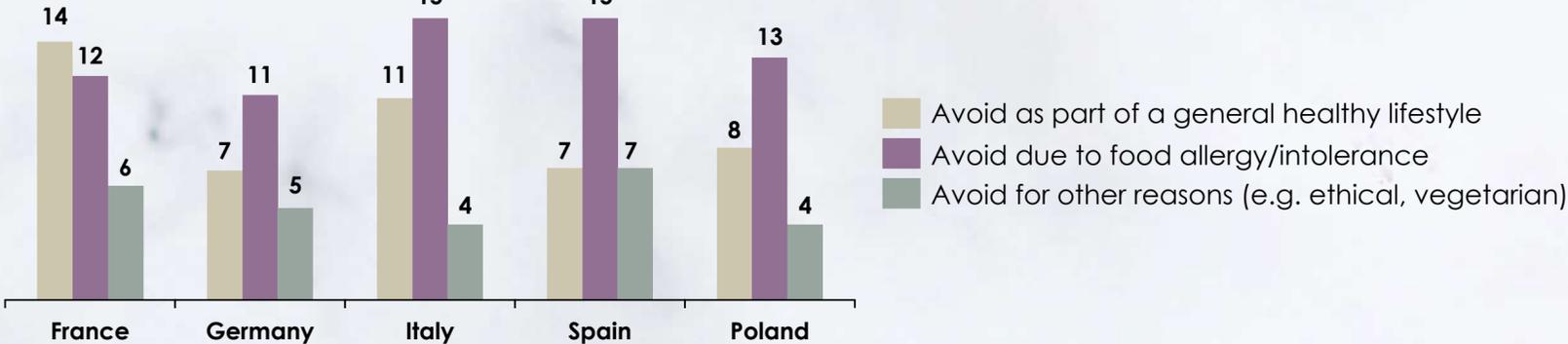


Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel

Dairy: consumers avoid dairy due to allergy/intolerance

Many consumers self diagnose food allergy/intolerance

Select European countries: Reasons for avoiding DAIRY, % of consumers who agree, 2008 G4



Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel

Lactose Intolerance

61% of respondents said they consumed Food 0% Lactose in search of Healthier Food



SERVING THE FREE FROM COMMUNITY ONLINE: DOING BETTER BUSINESS!

A proven effective online Free From Virtual Summit.
An intelligent forum facilitating frequent series of webinars and
matchmaking sessions for networking, to share insights and content,
learn, make new business contacts and plan private meetings through
data driven access. **Doing Better Free From Business. See you online!**



Virtual Summits: 24 – 26 November 2020

Interactive Platform to network and connect, JOIN US!

Online Virtual Summit Meetings

FREE FROM VIRTUAL SUMMIT: 24-26 NOVEMBER 2020:

39.000+
exhibitor profile views

550+
online meetings

495
online exhibitors

How did you
rate the quality of
the meetings?

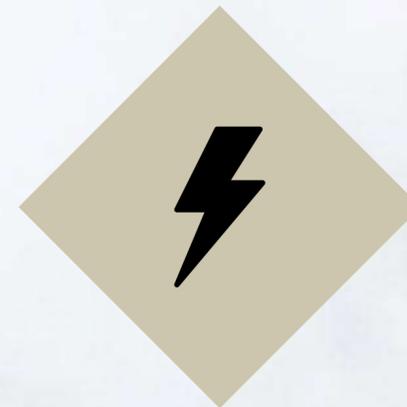
83%
Excellent – Good

Are you satisfied
about the quality of
your meetings?

74%
Excellent – Good



EXHIBITOR PORTAL



Agility & Practicality



Cost Benefits



Sustainability

Exclusive portal with practical menu of locations and stand assembly. Easy to your marketing and operations departments to bring more agility and maximize your results at the event.

“The gluten-free lifestyle is becoming increasingly ‘normal’. Half of the respondents are cutting gluten from their diet without intentionally setting out to do so.”





EXHIBITING:

“We are joining this well-established, most wanted trade show, initiated by the industry, to maximize our business benefits, contacts and opportunities”

Stand Building Options and Exhibiting Exposure

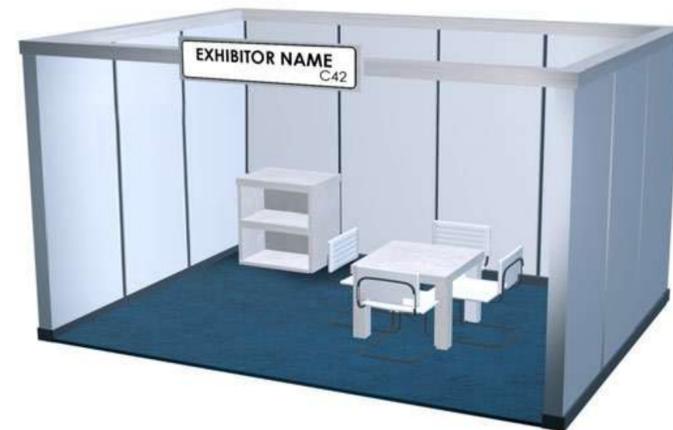
Standard shell scheme



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)

► Contact us for a price indication

Fully Fitted Package



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)
- Daily cleaning
- Furniture package with 1 desk (counter), 1 table and 3 chairs

Excellent Stand Building Package



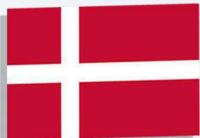
(minimum 18sqm stand)

- Handmade, wood and finished painted wall Panels
- Carpet tiles
- 2 counters
- 3x4 product shelves
- 2 spotlights on top of the walls
- Full page advertisement in catalogue



(Country) Pavilions

Take advantage of the opportunities to promote your exports and accommodate one of the available Country Pavilion booth locations. We are ready to enrich the National pavilions this year with your country. Other Pavilions include the Seaweed, Newcomer and Start-up Area.

Bolivia   STANDNUMBER: F81	Korea   STANDNUMBER: D40	Denmark   STANDNUMBER: D81	Tunisia   STANDNUMBER: C10
Brussels   STANDNUMBER: F25	Latvia   STANDNUMBER: E31	Finland   STANDNUMBER: C32	USDA   STANDNUMBER: D02
Chile    STANDNUMBER: B18	OTA   STANDNUMBER: F17	Flanders   STANDNUMBER: F16	Advantage Austria   STANDNUMBER: E40
TPC   STANDNUMBER: B11	Seaweed Pavilion  STANDNUMBER: E34	Start-up Pavilion  Newcomer Area 	



Stand Building Options and Exhibiting Exposure

Exposure Stand Building Package



Large back wall panel, eye catcher

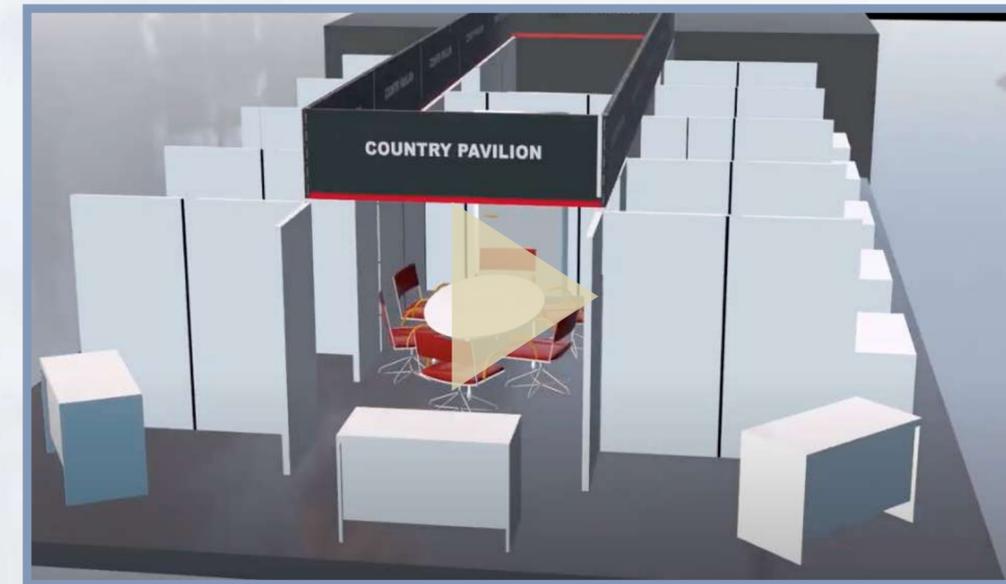
100%

graphic panel in wooden frame



Furniture optional

Country Pavilions



Watch the video



Available stand locations at the floorplan



▶ [Open the Up-to-date Floorplan](#)



6 TRENDS DRIVING INNOVATION OF PLANT PROTEIN

1

#GREEN APPEAL

Organic, GMO-free, vegan, vegetarian

2

#FREEFROM

Dairy, lactose, gluten, sugar, carrageenan, preservatives

3

#HEALTH BENEFITS

Source of natural protein, fiber, added functionalities

4

#PREMIUMIZATION

Texture and taste is what determines success for meat and dairy alternatives

5

#NOVEL PACKAGING

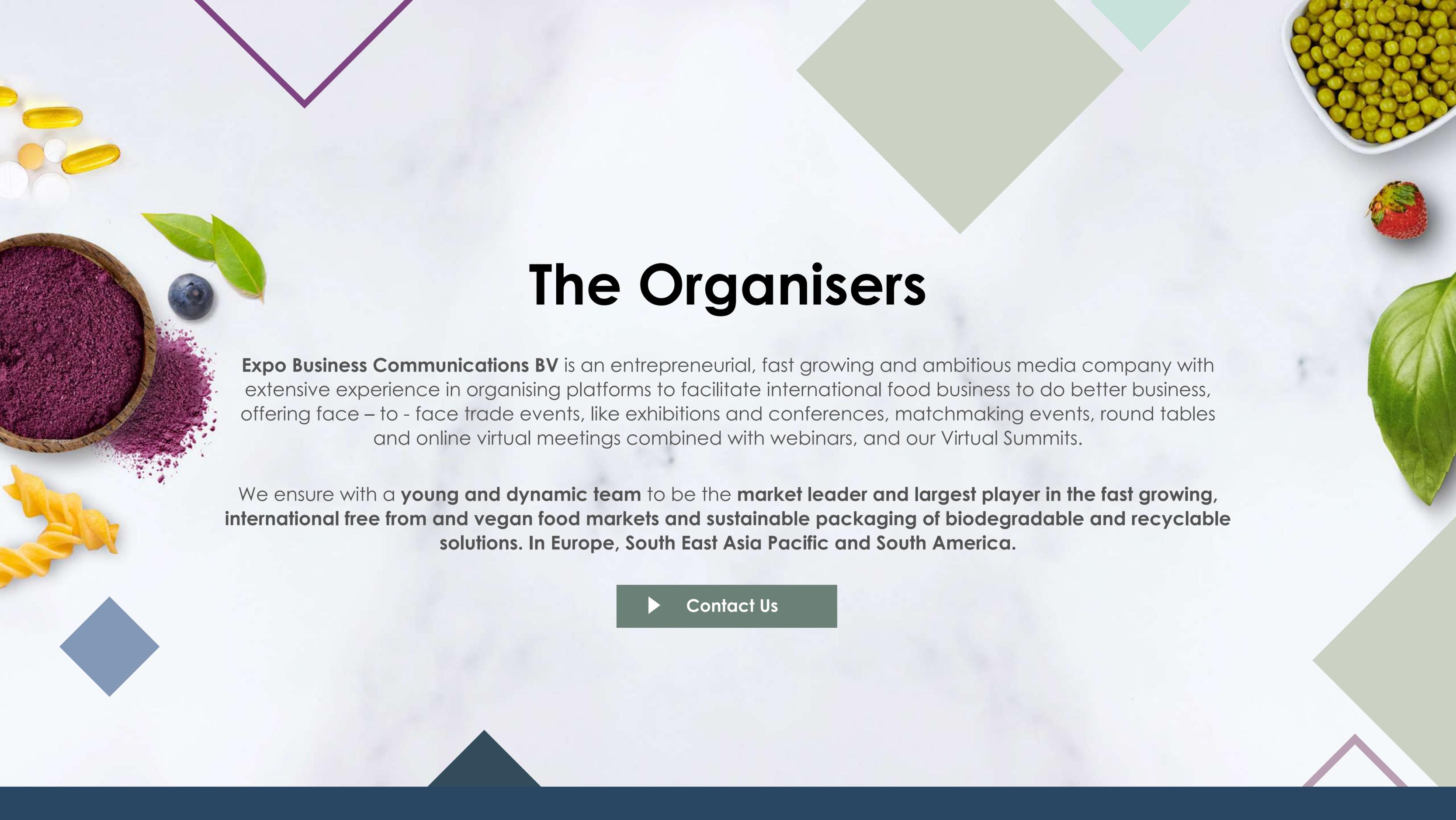
On-the-go, designs, interaction with consumers

6

#SUSTAINABILITY

Environmental/animal welfare concerns related to dairy



The background features a light-colored, textured surface with various food items scattered around: yellow capsules, a bowl of red powder, a blueberry, green leaves, yellow pasta, a bowl of green lentils, and a strawberry. Large, semi-transparent geometric shapes in purple, green, and blue are overlaid on the background.

The Organisers

Expo Business Communications BV is an entrepreneurial, fast growing and ambitious media company with extensive experience in organising platforms to facilitate international food business to do better business, offering face – to - face trade events, like exhibitions and conferences, matchmaking events, round tables and online virtual meetings combined with webinars, and our Virtual Summits.

We ensure with a **young and dynamic team** to be the **market leader and largest player in the fast growing, international free from and vegan food markets and sustainable packaging of biodegradable and recyclable solutions. In Europe, South East Asia Pacific and South America.**

▶ [Contact Us](#)

Co-organising partners:



(Sao Paulo)

VNU | ASIA PACIFIC

(Bangkok)

Free From & Functional Health Ingredients are needed for creating better free from, health & nutrition consumer products: enzymes, cultures, vitamins, carotenoids, nutritional lipids, taste, texture and preservation solutions play a critical role in developing winning consumer products in the dairy, baking, savory, beverages and sports nutrition industries.”