



**FREE FROM  
FUNCTIONAL  
FOOD EXPO**

**23-24 NOVEMBER 2021 - RAI AMSTERDAM**



**FREE FROM  
FUNCTIONAL  
HEALTH INGREDIENTS**

**FREE FROM • VEGAN • ORGANIC • FUNCTIONAL • INGREDIENTS**



**rai**  
AMSTERDAM

Venue: Amsterdam RAI Exhibition Centre

[WWW.FREEFROMFOODEXPO.COM](http://WWW.FREEFROMFOODEXPO.COM)

Parallel organized with:

**FREE FROM EXPO  
PACKAGING**

23-24 NOVEMBER 2021 - RAI AMSTERDAM

BIODEGRADABLE • RECYCLABLE • BETTER PLASTICS • CARTON/PAPER

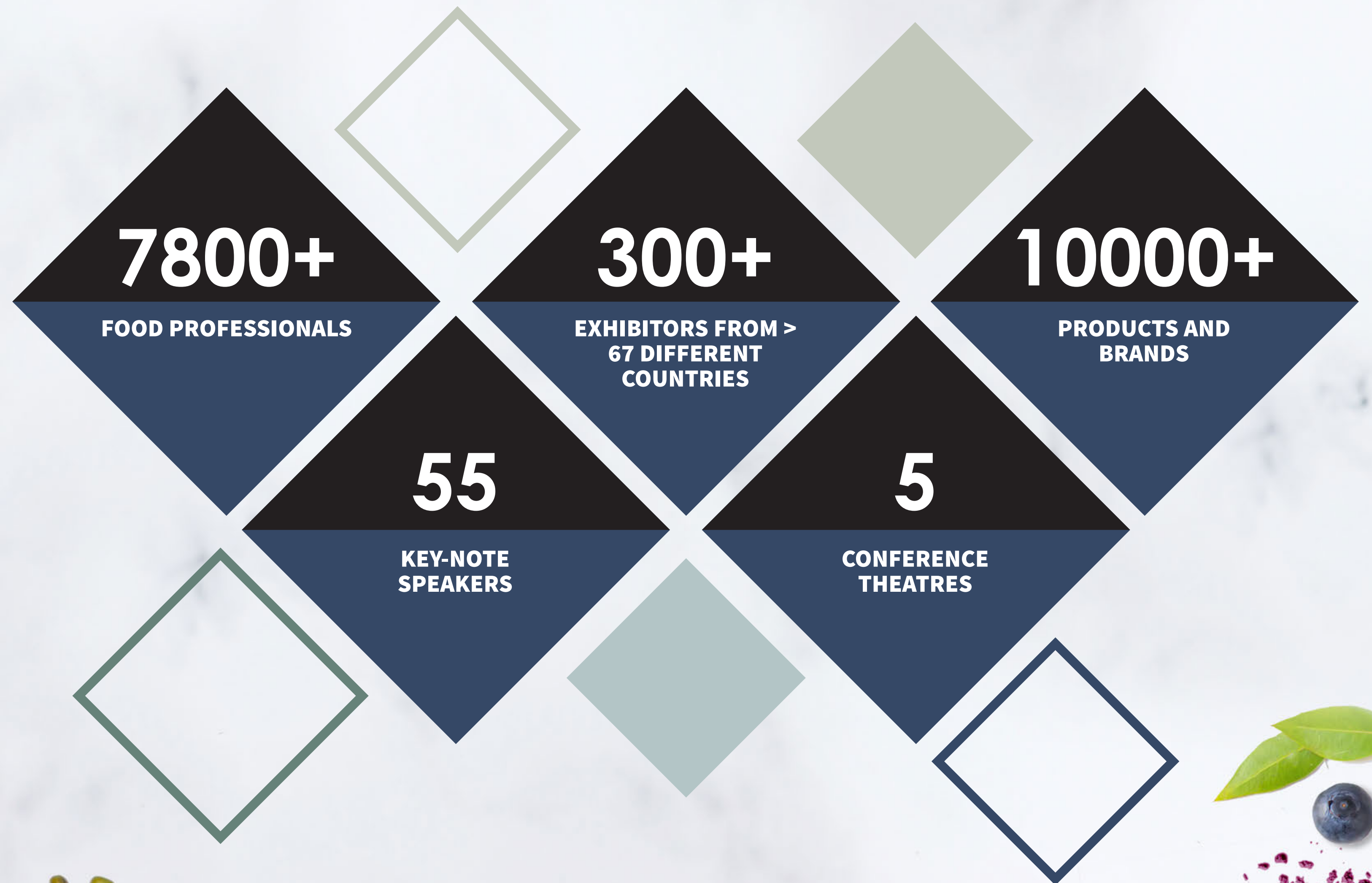


**THE MOST FOCUSED AND DEDICATED  
FREE FROM TRADE SHOW INITIATED  
BY INDUSTRY AND RETAIL**



# VISITOR PROFILE

Country Pavilions of the United States, Austria, Finland, Korea, Denmark. Innovation Pavilion by Wageningen University, Organic Trade USA/OTA Pavilion, Start-Up, Seaweed Pavilion, Protein Cluster Pavilion, NewComers and Best Free From & Vegan Pavilions.



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**

**2013** 1200m<sup>2</sup>  
Event Space

**2021** 9000m<sup>2</sup> Event  
Space in 3 days

**Organized  
bi-annually North  
and South editions:**

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

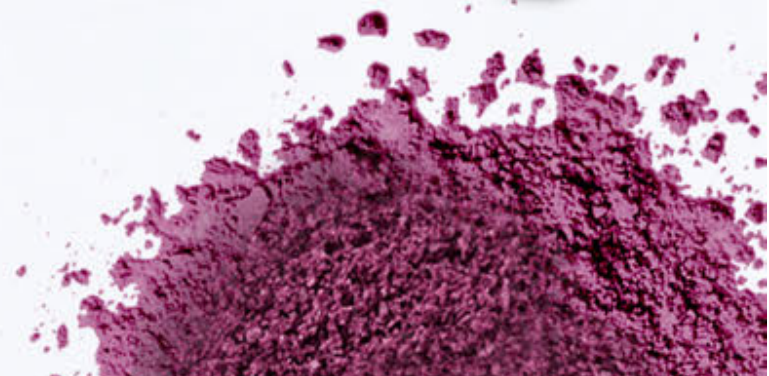
**Sao Paulo July 2021 – Barcelona June 2022.**

**Registered  
Visitors**

930 visitors  
**2013**

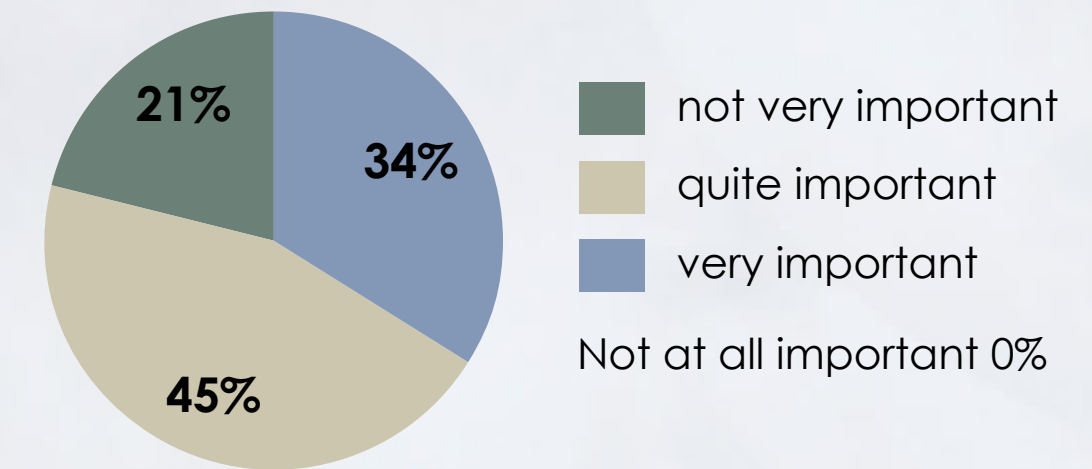
**2019**

7.800 Visitors from  
more than 67  
different countries

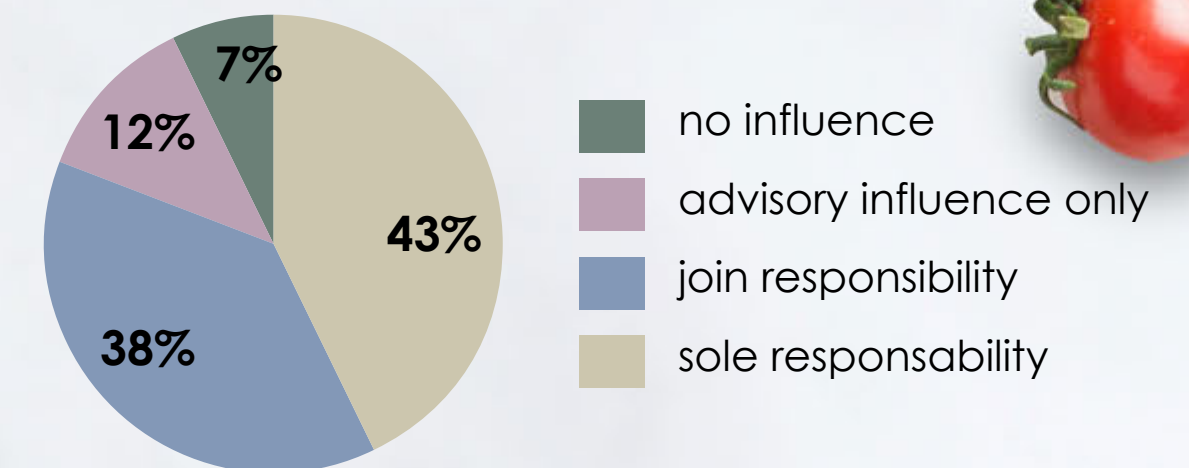


# STATS DESIGN

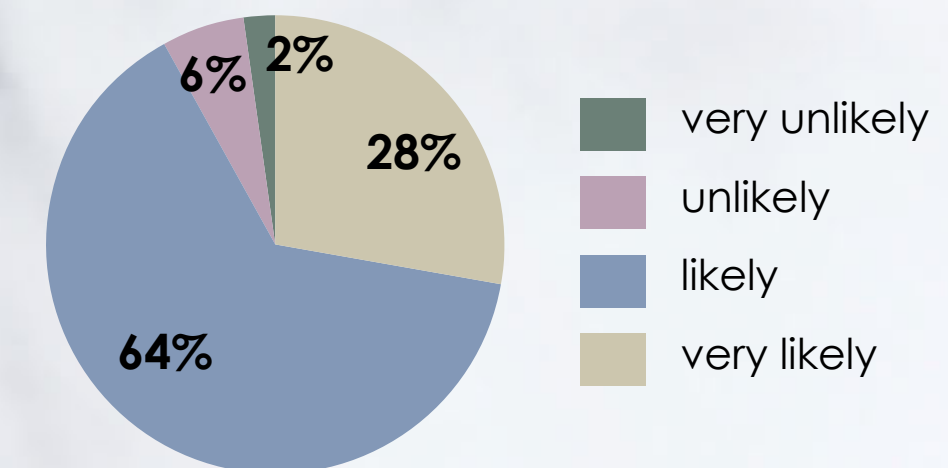
Some things in business are more important than others. Overall, how important is it to your business that you visit the show?



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.”





An aerial view of a large trade show floor. The floor is covered in a blue carpet. Numerous booths are set up, each with its own branding and displays. Attendees are seen walking through the aisles, talking to each other, and interacting with the booth staff. The booths are arranged in a grid-like pattern, with some larger booths having more complex setups including tables, chairs, and product displays. The overall atmosphere is busy and professional.

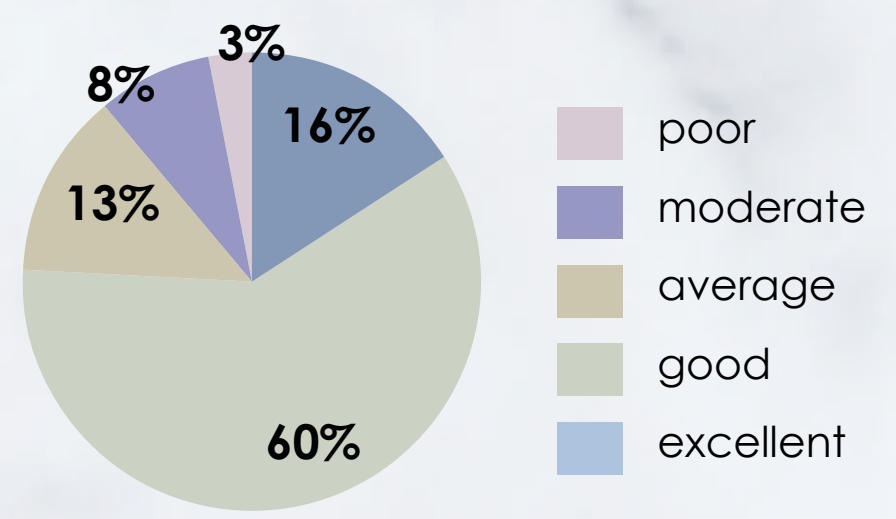
# EXHIBITOR PROFILE

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.

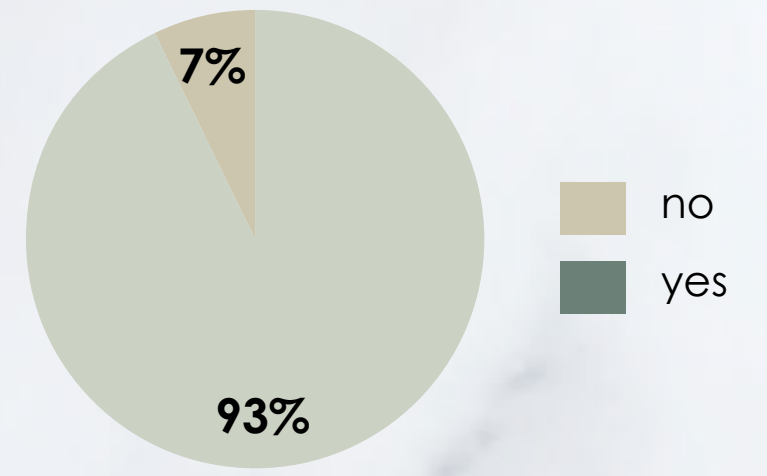
The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential international buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.

# EXHIBITOR PROFILE

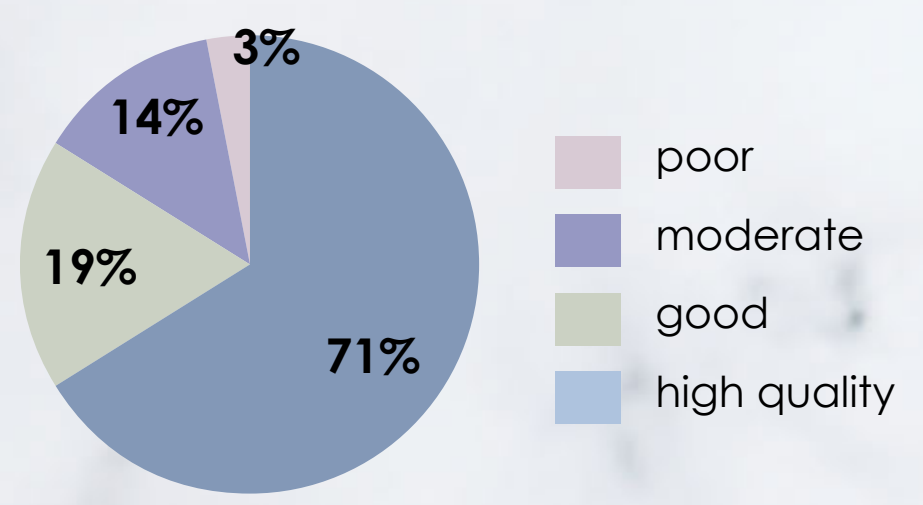
How do you rate the quality of the visitors?



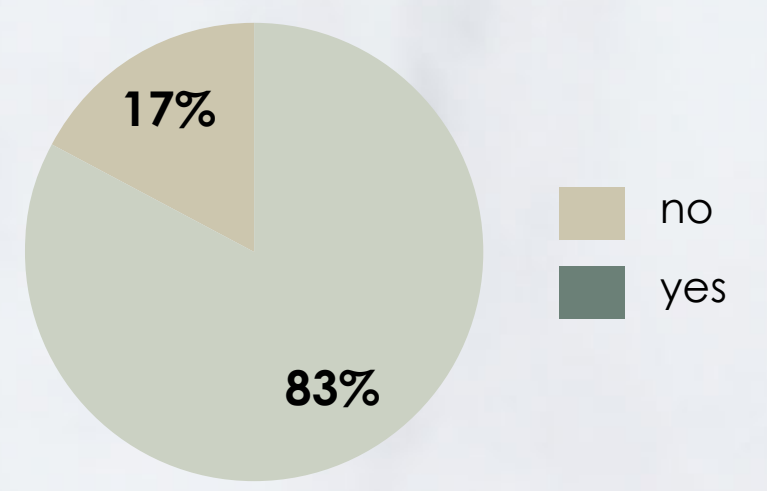
Have you made new business contacts at the show?



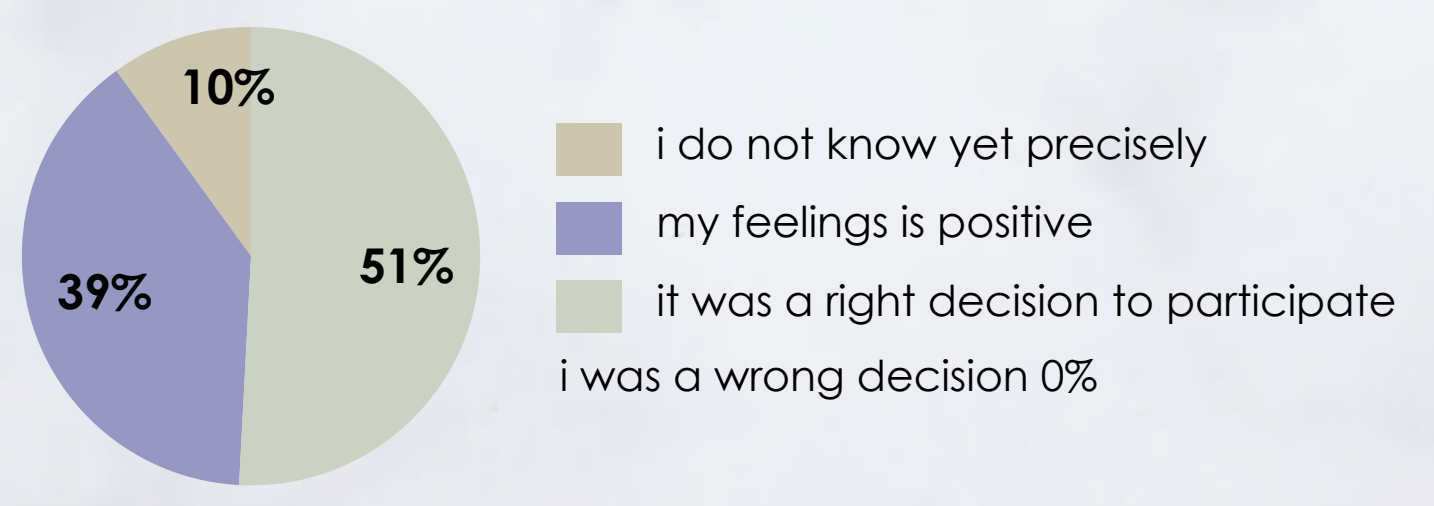
How do you experience the look/quality of the show and its exhibitors?



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



How do you look back on participating as an exhibitor?





# VISITOR PROFILE

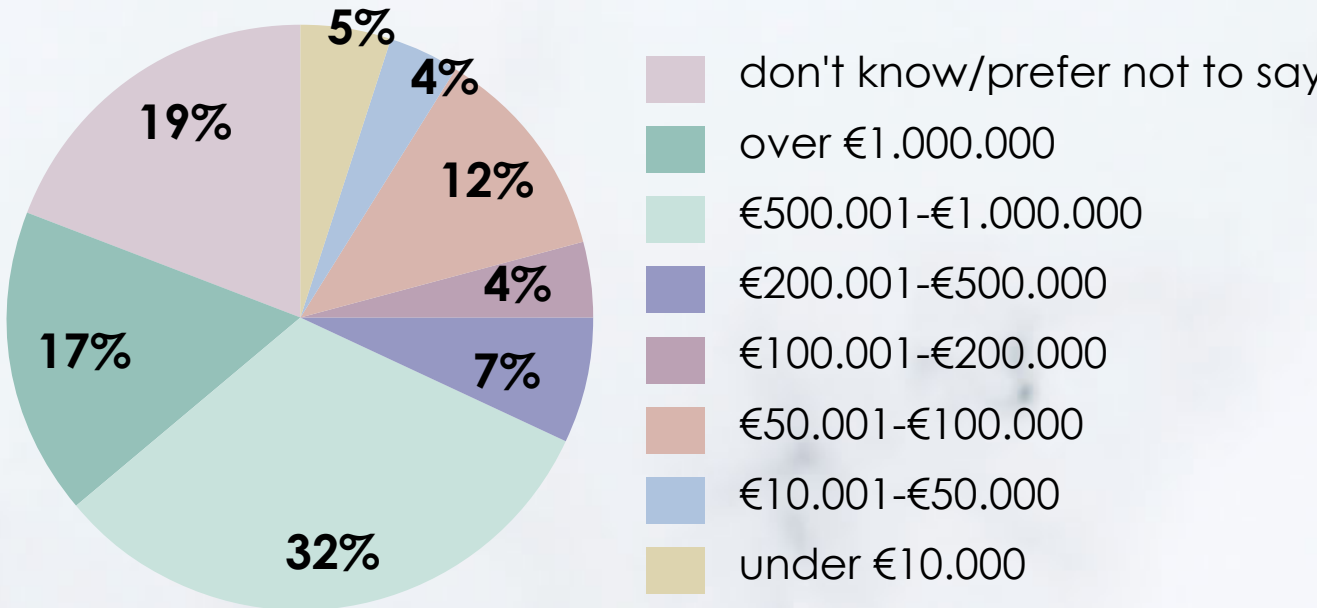
In total, **7.820 visitors form more than 69 different countries** attended the Free From Functional & Health Ingredients. A **growth of 52%** in visitor numbers compared to 2018! The exhibition attracts a high quality target group. The food visitors are **buyers, specifiers from large and smaller retail, 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.

# VISITOR PROFILE

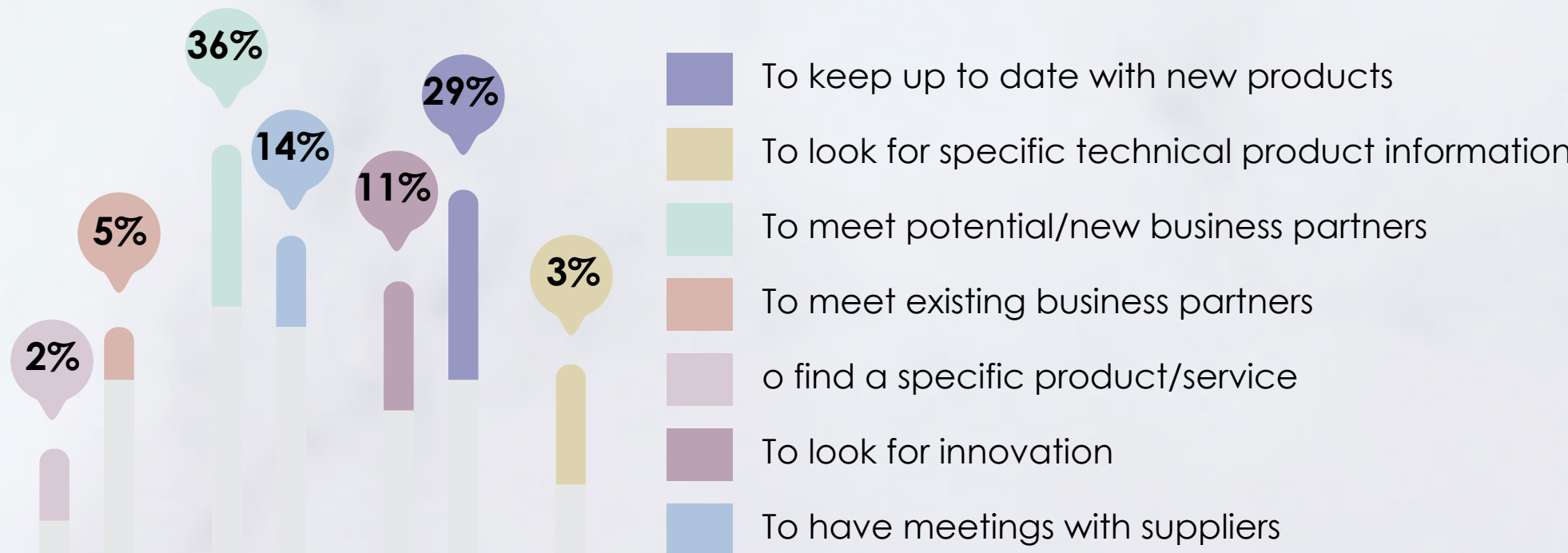
## What is your job function?



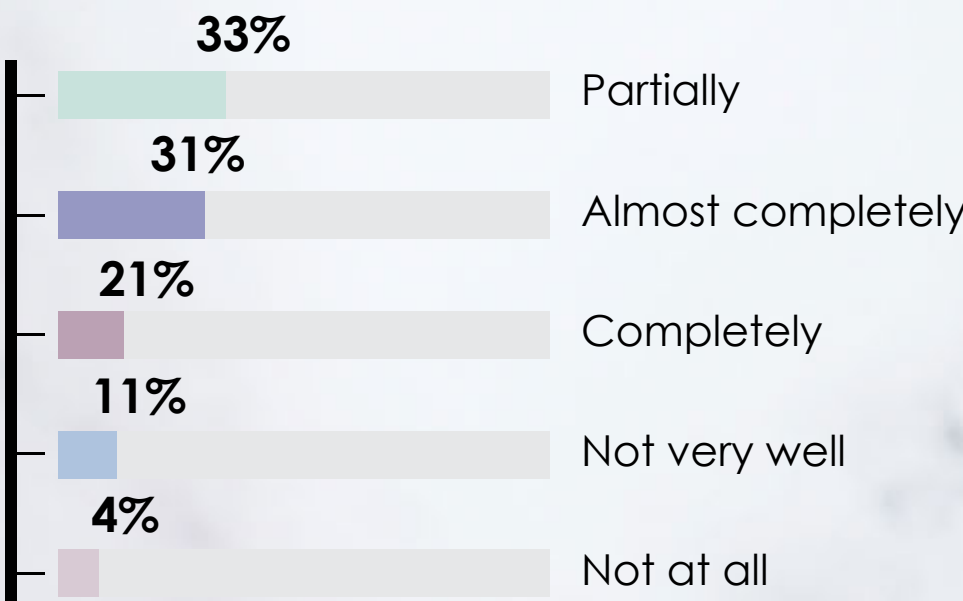
## What is your department's annual spend on the types of goods/services exhibited?



## 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





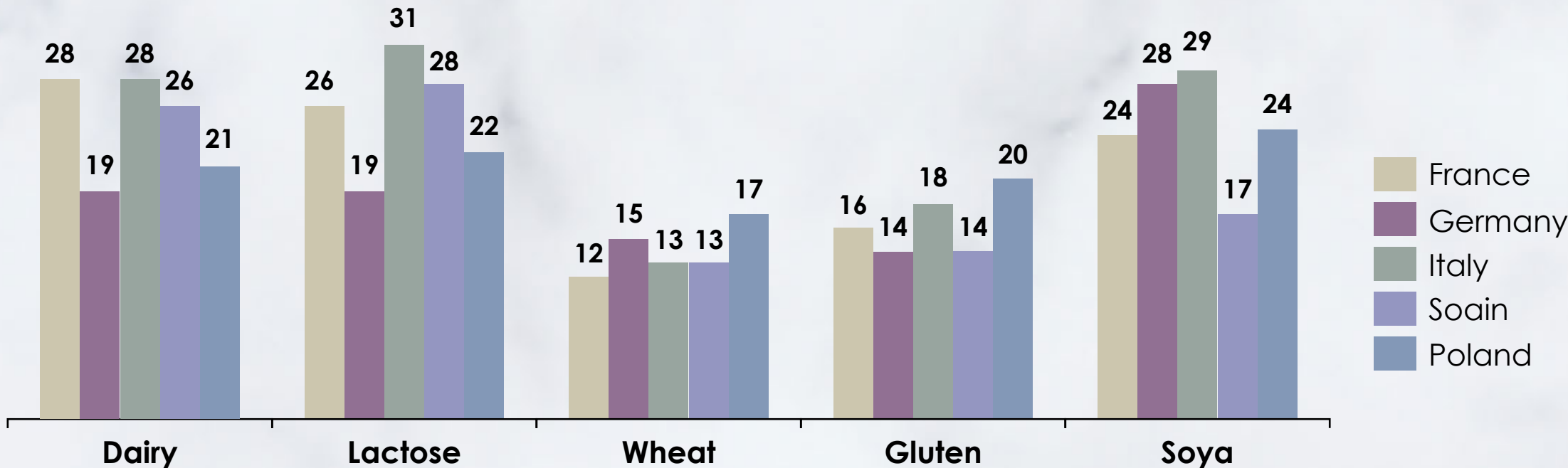
**“Functional Food for Healthy Ageing: People are living longer, with more income and higher aspirations. Reaching old age is no longer a marker to start winding down. Needs/expectations need to be understood for brands to appeal to ageing seniors and win them over.”**

# 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



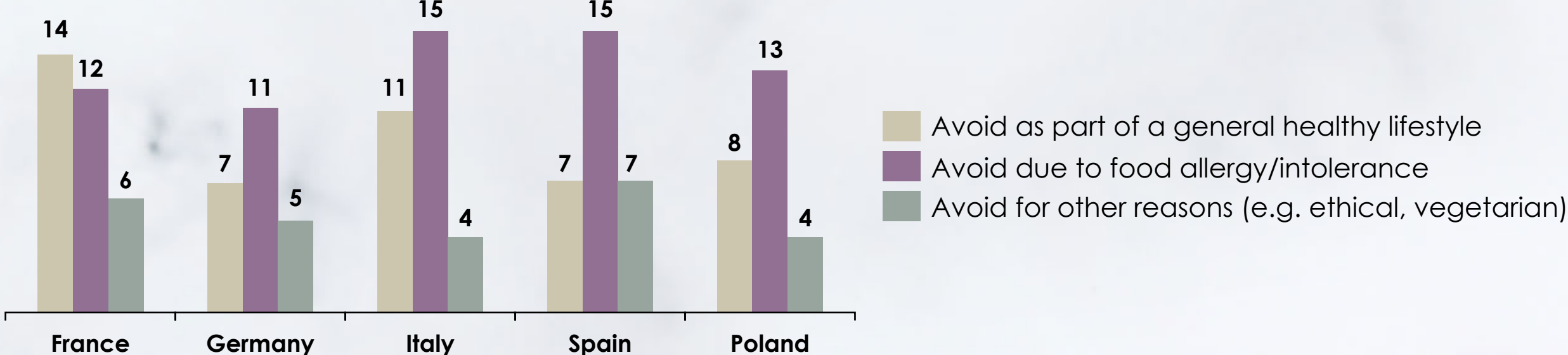
Base: Internet users aged 16+ 1000 in each country  
Source: Lightspeed/Mintel



## 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!**

 **FREE FROM  
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HEALTH INGREDIENTS

**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)

## 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



# Stand Building Options and Exhibiting Exposure

## Exposure Stand Building Package



Large back wall panel, eye catcher

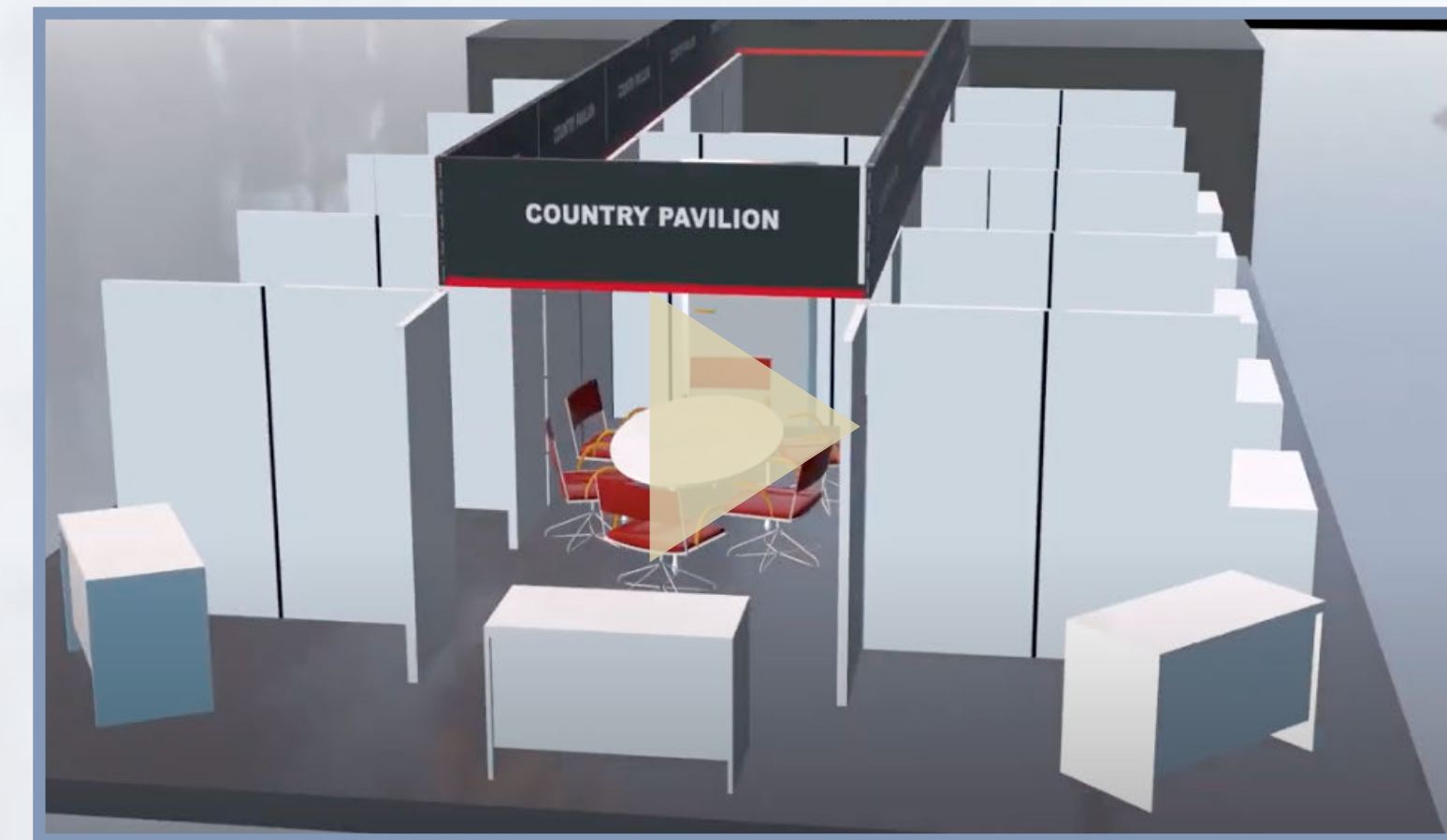
100%

graphic panel in wooden frame



Furniture optional

## Country Pavilion



[www.youtube.com/watch?v=J8dixUyDsFQ&feature=youtu.be](https://www.youtube.com/watch?v=J8dixUyDsFQ&feature=youtu.be)



# Available stand locations at the 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

## #SUSTENTAINIBILITY

Environmental/animal welfare concerns related to dairy



The background features a white marble texture with several geometric shapes: a purple triangle at the top left, a large green diamond at the top center, a teal triangle at the top right, a blue diamond at the bottom left, and a dark blue triangle at the bottom center. Food items are scattered around the edges: yellow capsules and pills in the top left; a bowl of red powder, a blueberry, and green leaves on the left; yellow pasta in the bottom left; a bowl of green peas in the top right; a strawberry and a basil leaf on the right.

# 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.**

# 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.”