



10,226
total
attendees
10% increase
on last year



1373
overseas
buyers
23% increase
on last year



135 press
attendees
12% increase
on last year



**Natural
& Organic**
Products Europe
LONDON

17-18 April 2016
ExCeL | London

Celebrating
20 Years
of pioneering change



Show Review

Your 18-page Show Review starts here!

Record Breaker!

A record-breaking turnout helped make the 2016 edition of Natural & Organic Products Europe the biggest, busiest and best show yet in the event's 20 year history



Celebrating
20 Years
of pioneering change

Happy birthday to us

This year Natural & Organic Products Europe celebrated its 20th anniversary. We think it's quite a milestone – and so do lots of you. We were delighted at all the effort Natracare went to, to celebrate our big birthday. It brought along a fabulous 20th anniversary cake, and



some genuine 1996 issues of *Natural Products News* for anyone who wanted to see what the trade (and the people) looked like back in the Brit Pop years! The after-show drinks reception

– a popular new feature at this year's show – was a great way to reminisce about the early days, and toast the next 20 years!



Going global

Natural & Organic Products Europe's reputation as a leading international meeting and trading venue for natural products buyers was further cemented with a bit of help from our International Hosted Buyers Programme, which delivers top buyers to the show from all over Europe and beyond.

ExCeL's excellent transport connections are helping attract more international buyers to the show. Over 80 countries were



represented this year, and ExCeL saw a host of new international pavilions.

Thailand made its debut, and Peru was also a first-time exhibitor, adding to the growing South American presence. Eastern Europe was well represented with a joint stand from Moldova and Armenia, and a brand new Bulgarian pavilion. Elsewhere, France, Italy, the USA, Philippines and Greece were all back in force.

It's all about the products

As head of buying at Planet Organic, Al Overton, says 'newness' is the crucial lifeblood for successful natural products retailers. That's why Natural & Organic Product Europe's popular New Product Showcase feature is often the first port of call for busy retail buyers at the show. Visitors liked the fresh new, open-plan look introduced last year, which we think makes for a more relaxed



and user-friendly experience. The sleek, ice-white design has also inspired brands to be ever more creative with the presentation of their products.

The New Product Showcase was also the venue for some very serious-minded product judging by our top team of Natural & Organic Awards judges – step forward Al Overton, As Nature Intended's Jeff Martin, Julian Wright from THS and Natural Health's Julie Goodwin.

Pukka Café

The Pukka Café was an oasis of calm on a bustling show floor, offering a great place to take some time out enjoy a delicious cup of Pukka herbal tea and light lunch from the all-vegetarian menu. Nearby was Pukka Herbs' own stand, where Herbie The Herbship (a stylishly converted Airstream trailer) predictably stole show!



“Another fantastic year at Natural & Organic Products Europe, bringing together some great brands and innovation”

LUCY POTTINGER, HEAD OF CATEGORY HOLLAND & BARRETT INTERNATIONAL

Top speakers pack in crowds

It was standing room only in many of the seminars, panels and talks at this year's show. A fantastic speaker line-up and compelling topics – both issue-based and practical – combined with the new audience-engaging theatre format to create some really buzzing talks.

The Natural Products Talks sessions – short, pacy TED-style talks – were a real hit. Highlights included a *tour de force* performance from Patrick Holford on The Grain Drain and an insightful look at the latest ingredients trends by Rick Hay, aka the 'Superfoodist'. Pukka's Sebastian Pole made a powerful case against the 'pharmaceuticalization' of natural health; NPN's



Jim Manson and Dominic Roberjot presented the latest Health Check survey; and Dr Marilyn Glenville gave us her take on the national sugar debate.

Staying healthy, living sustainably

Natural Living

Natural Health

Bringing together the most innovative supplements and nutritional solutions and latest eco products for the home, the Natural Health and Natural Living Show captured the essence of the contemporary healthy lifestyle industry

Hold on to your seats it's ready, steady, pitch!

Holland & Barrett's Pitch the Buyer Live session not only made for some great theatre, it also allowed a big NPE audience (the place was rammed!) to see real brands pitching their products to one of the most demanding buying teams in the country.

After Diversified's well-known warm-up act Chris Brazier and Dominic Roberjot had whipped up the audience, six brand owners stepped bravely into the fray to pitch their products to an H&B team made up of CEO Peter Aldis, director of sales Emma Cockerill, and commercial director Lysa Hardy (so, no pressure!). Each had a maximum

of two minutes to pitch – and everyone was excellent. There was some tough questioning from the H&B team, but no one cracked. The audience was also asked for their reaction – the waving of a large printed smiley face indicating approval!

When the pitches were finished there was an intense discussion among the H&B buyers

before they announced the winning pitch – Sascha Layne from organic skincare brand Freshious, whose prize was an instant listing from Britain's biggest health food retailer. Two other contenders – Mrs O's and Ibiza Superfoods – were also invited for a meeting at H&B's head office to discuss potential listings.



Big name retailers converge on ExCeL

Other top name natural food retailers were also out in force this year at Natural & Organic Products Europe for their own buyer events – including a 200-strong team from Whole Foods Market, which was presenting research for its ground-breaking Values Matter initiative.

Hanging out at the hub



Retailers made a beeline for the Independent Retailer Networking Hub to catch up with fellow retailers and get some expert advice from key trade bodies. Familiar faces from the National Association

of Health Stores, Consumers for Health Choice, the Health Food Institute and the EHPM were on hand to help retailers find out about the latest training initiatives, consumer campaigns and membership benefits. The NAHS also previewed its brilliant new Health Food Radio package.

Making headlines

Impressive press attendance at NPE included *The Times*, *Daily Express*, *Daily Telegraph* and *YOU Magazine*, and consumer magazines such as *Red*, *Grazia* and *Woman & Home*. There was a strong turnout from the specialist press too, with writers from *Organic & Wellness News*, *Premium Beauty*, *Ethical Consumer*, *Speciality Food* and *Free From Matters*.

Supplementary benefits

At the core of a modern health food store's offer, supplements, remedies and superfoods are also right at the heart of Natural & Organic Products Europe. The show is, quite simply, the biggest and best for VMS!

The VMS sector's innovative spirit was in



evidence everywhere in the busy Natural Health Show – the launch pad for a raft of new ranges and

future hero products. As well as big names such as Solgar, A. Vogel, Biocare, Nature's Aid and Viridian, there was an increased presence of exciting newcomers offering their take on the huge opportunity offered by an unparalleled interest in natural health solutions.

“Newness is crucial to our business, and nowhere in the UK is there more innovation that is relevant to my business than this show”

AL OVERTON, HEAD OF BUYING AT PLANET ORGANIC.

Foodie heaven



This year's **Natural Food Show** highlighted current hot sellers as well as a number of emerging trends and new innovations in everything natural and organic. Encompassing categories including free-from, vegan and vegetarian, raw, paleo and sugar-free, the variety of foods from near and far represented a mouth-watering selection of healthy options in an ever-flourishing market.



Organic | Natural | Healthy | Sustainable | Vegan | Fair Trade | Nutrition | BIO | Vegetarian | Free-From | Raw | Paleo | Sugar-Free | Artisan

A world of taste



There was a real international flavour to this year's Natural Food Kitchen, spanning delicious cuisines from Peru to Italy, Thailand to South Korea. Presided over by top chef Jay Morjaria, one of the standout sessions was from Francesco Mazzei, chef patron at Sartoria in



Mayfair, who used artisan ingredients from southern Italy to create authentic Italian recipes. Michelin-starred chef Robert Ortis cooked up treats using Andean ingredients such as quinoa, kiwicha and oca roots, for dishes which included a salmon tiradito.



And highlighting that what you put into your body is reflected on the outside, Christine Bailey revealed how to turn back the clock using anti-ageing ingredients such as turmeric and lucuma, and *MasterChef* contestant Angela Langford served up recipes for great skin.

Innovation, innovation, innovation

As always, the New Product Showcase was a platform for everything new and innovative in the world of natural and organic food. Convenient high protein is still very much on the menu, as is free-from, functional food and drinks, and all things raw. These trends were reflected in the Natural & Organic Award winners, such as Bounce



foods which won Best New Food Product for its Coconut Lemon Protein Crush; Booja-Booja's Dairy Free Ice cream which was awarded Best new Special Diet Product; Pukka which received Best New Drink Product for its Turmeric Gold; and Lovechock Mylk Cranberry Buckwheat which took Best New Organic Food Product.

A world of vegan

With meat-free products increasingly becoming part of many consumers' diets, the vegan sector has experienced tremendous growth. To reflect this, next year will see the creation of a dedicated section in the Natural Food show called Vegan World, hosted in association with The Vegan Society. The new pavilion will embrace all vegan food and drink companies and give buyers the opportunity to see the very best UK and International plant-based food and drink brands available.



Organic show of strength

The organic offer at the Natural Food Show was truly impressive, with close to half of the 650 companies exhibiting showing certified organic products, including 112 Soil Association symbol holders – the biggest number in the show's history.



International organic was well represented too, with products bearing certification marks from around the world.



The joint OTB/ Soil Association Wake up to Organic campaign was launched in The Natural Food Kitchen with the help of food blogger Laura Scott. She showed the audience how to create a cool green smoothie, overnight oats as well as a granola parfait – all of which are simple to make and perfect for the national Wake up to Organic event on 15 June.

For the first time the Organic Trade Board and the Soil Association had a joint pavilion under the slogan 'growing organic together, which incorporated the popular Soil Association Organic Chiller section.

“ I have been attending the show for 15 years, and this year's show was excellent. As a natural products retailer, Natural & Organic Products Europe is the one event of the year that must take priority on the calendar, as it encompasses so much in one weekend”

URSULA GOTHARD, RETAILER, ON THE EIGHTH DAY.



Specialist pavilions

This year's show saw more international food pavilions than ever, with new pavilions from Armenia and Moldova, showcasing honey, herbs, fruits and wines; Peru, which was bang on trend with its array of organic superfoods; as well national specialities from the Philippines, Thailand, Turkey and Bulgaria. The Sri Lanka Tea Board was also on its first outing, offering some of the world's finest teas.

And the dedicated Vegan Society Pavilion was 25% bigger this year to showcase an ever expanding range of Vegan Society-trademarked products.

Bountiful beauty

Natural Beauty & Spa

The **Natural Beauty & Spa Show** at this year's NPE provided a true reflection of all that's hot in the natural and organic bodycare sector, with new and established brands showcasing products spanning raw beauty and superfood skincare solutions to organic baby care ranges and men's grooming. Whether you were after a salty scrub, an organic oil or a perfect toxin-free polish, it was all on show.



Organic | Natural | Cruelty-Free | Free-From | Vegan | Allergen-Free | Raw | Wild-Harvested | Sustainable | Fair Trade

Beauty pavilions showcase diversity

This year's show saw an impressively diverse range of brands which were represented under the umbrellas of **Natural Beauty & Spa's** dedicated beauty pavilions.

In its first year at NPE, Thailand hosted a separate beauty pavilion to showcase some of the best beauty, bodycare and spa products the country has to offer, from brands including ISME, Rasyan and Soap Villa.

The Venus Pavilion had its second outing after successfully launching at the show in 2015, presenting fledgling artisan brands with

the opportunity to meet key buyers from the industry.

The Soil Association's Organic Beauty Pavilion was the biggest it's ever been, with ten companies exhibiting, from fresh new start-ups – one of which, Freshious Life & Beauty, won the live pitch to



Holland & Barrett at the show – through to well established names such as Nourish, Terre Verdi and Aqua Oleum.

Natural Beauty & Spa also saw the launch of the first NATRUE Pavilion which gathered together innovative

European natural skincare brands all under one roof. The pavilion aimed to raise the profile of these brands as well as the NATRUE certification standards, and flag up the fact that 70% of all certified natural cosmetics sold in Europe carry the NATRUE logo.



“**Natural & Organic Products Europe** gave us the opportunity to meet the people behind the products, understand what their brand stands for and what makes them different from other products available.”

MARK STEELE, BEAUTY BUYER AT WAITROSE

Rewarding natural brands

Sponsored by Skinade, the Natural Health International Beauty Awards were again held at NPE, with judges including Josephine Fairley, Janey Lee Grace and Jo Wood, as well as the *Natural Health* editorial team. Hosted by *Strictly Come Dancing* pro Camilla Sacre-Dellerup in the Natural Beauty Theatre, winners included Odylique (Best Natural Range), Aurelia Probiotic Skincare (Best Cleanser), Antipodes (Best Body Cream) and Faith in Nature (Best Value Range). “I am a lover of all things natural and organic,” said Sacre-Dellerup, “and I can't think of a more fabulous way to celebrate the people and the brands who are leading the way in this business.”



A showcase of pure beauty

This year **Natural Beauty & Spa** launched an exciting dedicated New Product Showcase to reflect the diversity and strength of the natural and organic beauty sector. The inaugural showcase saw an impressive 76 entries across the six categories, which included Best Organic Beauty Product, Best Male Grooming Product and Best Natural Cosmetic Product. Voted for by visitors to the show, winning brands included Jason, Natrasan, Hope's Relief, Inika Cosmetics, Tabitha James Kraan, Natrasan and Yes.



Inspiration from the industry

The Natural Beauty Theatre hosted an inspiring line-up of speakers and discussion panels gathering together opinion-formers, analysts, media personalities and technical experts from the natural beauty industry.

Highlights included The Future of Beauty Retailing, which saw a lively debate with Waitrose beauty buyer Mark Steele, Lucy Pottinger from H&B, and indie health retailer Joanne Hill from Amaranth.

Other top speakers included *Dragons' Den's* Deborah Meaden talking about her investment in Good Bubble; and Organic Monitor's Amarjit Sahota, who gave the heads-up on future challenges and opportunities in Europe.



Europe's natural business show



Natural & Organic Products Europe is Europe's biggest trade show for natural products – making it the 'must attend' event for buyers of everything from natural healthcare products, natural and organic foods, through to natural personal care and eco-household products.

The launch pad for hundreds of exciting new products, **Natural & Organic Products Europe** is where retailers and distributors from across the UK and around the world get their first glimpse of the bestselling products of the future. So, if you want to increase sales and brand awareness – make sure your products are seen here by the buyers who can really make a difference to your business!

Showcase...

...your range to major buyers, retailers, distributors and wholesalers who are actively seeking out new products. Because we're trade only, everyone on the show floor is ready to do business with people just like you.



Connect...

...with over 1,000 overseas buyers from 75 countries covering all aspects of the natural products industry. Today's export market is massive, so it's more essential than ever to meet the right buyers.



Network...

...with the natural products industry. Make new contacts, catch up with existing ones, stay up-to-date on industry issues at our expert-led seminars, and enjoy a relaxed, friendly atmosphere that makes doing business a pleasure!



Key International Buyers

Our successful International Hosted Buyers Programme ensures that the highest calibre of buyers from around the world are walking the aisles. We identify industry buyers and guarantee the attendance of key distributors and retail chains who have the power to make your products go global.



2016 visitors included:

The best independent stores plus...

Amazon | AS Nature Intended | Boots | Buy Wholefoods | Fenwick | Fresh & Wild | Gate Gourmet | Harrods | Harvey Nichols | HKC Egenvård AB | Holland and Barrett | Hotel Chocolat | Jamies Italian | John Bell & Croyden | John Lewis | Le Cordon Bleu Ltd | Marks & Spencer | NBTY Europe | Nature Source | Natur-Import AS | Ocado | Planet Organic | Pret A Manger | QVC | Selfridges | Sodexo | Starbucks | Superdrug | T K Maxx | Tesco | The Natural Food Store | Waitrose | Whole Foods Market

Natural Health

The natural choice for... vitamins & minerals, herbal remedies, organic, eco, sustainable, essential oils, nutritional supplements, sports nutrition, aromatherapy, pet products, natural healthcare... **Health and nutrition** is at the heart of the natural products industry. We bring together leading players in supplements, remedies, nutritional foods and natural healthcare products from around the world.

Natural Beauty & Spa

Not just skin deep... personal care, skincare, anti-ageing, cosmetics, bodycare, mineral, fairtrade, oral care, suncare, haircare, supplements, mother & child, male grooming...

Europe's No.1 natural beauty show, where the beauty's biggest buyers discover exciting natural and organic brands.

The Natural Food Show

The natural choice for... organic, free-from, speciality, vegetarian, wholefoods, fairtrade, sustainable, ingredients, local, biodynamic, raw, artisan, superfoods, ethical, vegan, healthy and fresh. The only UK trade show that brings together the entire **natural, organic and speciality food** industry every year.

Natural Living

The natural choice for... eco household products, clothing and textiles, sustainable, ethical and green. Buyers from throughout the retail spectrum, including health stores, supermarkets and department stores, visit to find the **very best products from across the globe**.

With over 350 international and European flights to and from London City Airport

(which is only 5 minutes from ExCeL)

Flying to Natural & Organic Products Europe is easy. There are over 3600 car parking spaces plus great Rail and Tube connections as well as the £3.5billion upgrade to east London's transport network, including the HS1 link from St Pancras to ExCeL (Custom House).

Accommodation and facilities It's a great space surrounding ExCeL with many facilities including, 7 dedicated hotels offering a wide range of accommodation to suit all budgets. There are lots of afterhours facilities including pubs, bars and restaurants to make your trip hassle free.

For more travel, hotel and on-site facilities information, go to www.naturalproducts.co.uk/visit.

