



**FREE FROM  
FUNCTIONAL  
FOOD EXPO**



**FREE FROM  
FUNCTIONAL**  
HEALTH INGREDIENTS

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

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

**Well-established, Dedicated and Focused**

**>89%**

of our visitors quality  
is rated above  
average

**97%**

of exhibitors made  
new business  
contacts

**91%**

of visitors is likely to  
do business with  
an exhibitor



**FREE FROM**



**VEGAN**



**ORGANIC**



**FUNCTIONAL**



**INGREDIENTS**



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

**MOST DEDICATED EUROPEAN TRADE EVENT FOR INTERNATIONAL FOOD PROFESSIONALS  
IN BIG RETAIL, MANUFACTURING, FOOD SERVICE, CATERING, HOTELS AND BIO CHAINS**

## Exhibitor Profile

Gluten Free • Vegan • Fat Free • Egg Free  
Lactose Free • Nut Free • Organic • Dairy Free  
Soy Free • Sugarfree • Yeast Free • Salt Free  
No additives • Wheat Free • GMO Free  
No preservatives • Functional • Vitamins  
Sportbars • Sport Nutritions • Food Nutritions  
Omega 3 • Food Supplements Superfoods • Probiotics  
Stimulate Body Functions • Cognitive Performance  
Enhancers • Sport Protein • Carbohydrates Shakes  
Isotonic Instant Diet Food Solutions • and many more

355+

(co) exhibitors  
participated in  
the previous  
edition

45+

keynote speakers  
at 5 conference  
programs

## Our visitors are interested in:

Snacks, Bread, Beverages, Functional Ingredients, Pasta, Dry Food, Ready Meals, Cereal, Gourmet, Dairy, Confectionary, Frozen Fresh Private Label, Plastics Free Packaging, Flour, Baby Food Fine Food, Sauces & Seasonings, Meat, Canned, Chilled, Laboratory Analyses and many more Free From categories.

## How well did exhibitors meet their company's objectives?



## Why Exhibit?

- Returning to Amsterdam after the great & successful Barcelona edition
- 78% of the exhibitors were pleased with the quantity of the visitors
- 68% of the visitors aim was to look for new business partners
- Initiated by the free from industry; low risk, high upwards potential for exhibitors!
- 96% of the exhibitors expect to make sales after the event
- 95% of the visitors says it is important for them to visit our trade show

## Contact us for your participation

### Sales:

Chris Gottschalk  
Ronald Holman

Sales & Marketing  
Director Exhibition Director

E: [chris@ebcexpo.com](mailto:chris@ebcexpo.com)  
E: [ronald@ebcexpo.com](mailto:ronald@ebcexpo.com)




T: +31 76 20 50 501

### Organiser:

Expo Business Communications BV

EXP • BUSINESS  
COMMUNICATIONS

### Follow us on:

 @FreeFromFood21  
 Free From Functional Food Expo  
 @freefromfoodexpo

### Venue:

RAI, Amsterdam, The Netherlands

  
AMSTERDAM

Co-located with:

  
FREE FROM  
PLASTICS  
PACKAGING



# FREE FROM FUNCTIONAL & HEALTH INGREDIENTS 2019 BARCELONA, SPAIN



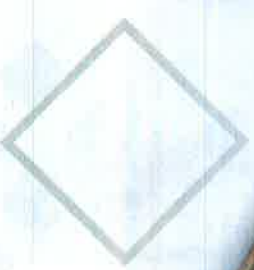
**Fira Barcelona**

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EUROPEAN  
CARTONAGE  
EXCELLENCE  
AWARD

ALERS

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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  
 MOEDERWAL • SCHOUW • AMB TUAIC • CARNOVAIR



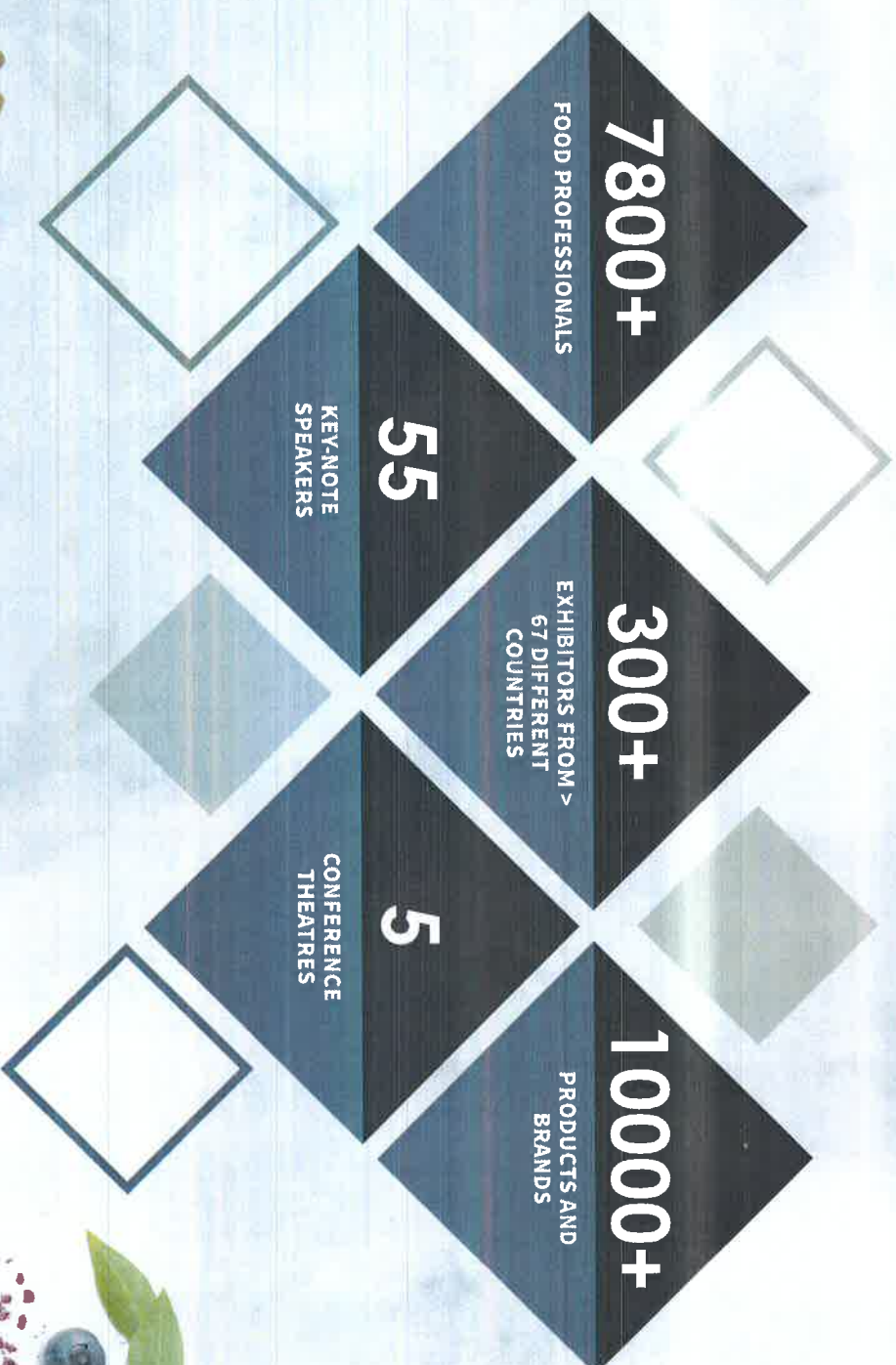
**THE MOST FOCUSED AND DEDICATED  
FREE FROM TRADE SHOW INITIATED  
BY INDUSTRY AND RETAIL**

FUNCTIONAL  
FOOD EXPO



# 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, Horecca, Hotels and Online, sourcing healthy, trendy and fancy food categories and claims like:

<b>Gluten Free</b>	<b>Fat Free</b>	<b>Palm Oil Free</b>
<b>Lactose Free</b>	<b>GMO Free</b>	<b>Wheat Free</b>
<b>Dairy Free</b>	<b>Soy Free</b>	<b>Egg Free</b>
<b>Sugar Free</b>	<b>Chemical Free</b>	<b>Allergen Free</b>
<b>Meat Free</b>	<b>Additives Free</b>	<b>Protein Snacks</b>
<b>Meat Replacements</b>	<b>Natural</b>	<b>Sport Bars</b>
<b>Plant-Based</b>	<b>Organic</b>	<b>Brain Food</b>
<b>Vegan</b>	<b>Healthy Ageing Food</b>	<b>Diet</b>
<b>Low Carb</b>	<b>Nutritional Supplements</b>	<b>Omega 3</b>
<b>Replacements</b>	<b>Sports Food &amp; Beverages</b>	<b>Vitamins</b>



A top-down photograph of a person sitting at a wooden table, eating a plant-based meal. The person is wearing blue denim jeans. The meal is served on a white plate and includes sliced avocado, green leafy vegetables, and bean sprouts. A silver fork is held in the person's hand, positioned over the avocado. The lighting is soft and natural, highlighting the textures of the food and the person's clothing.

"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.”**





# >25%

GROWTH each edition

# 85%

RE-BOOKINGS

# Free From Functional Expo European Data



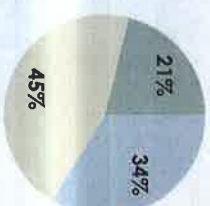
Organized bi-annually North and South editions:

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

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

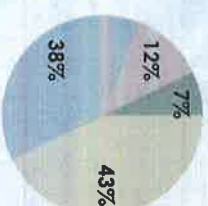


Some things in business are more important than others. Overall, how important is it to your business that you visit the show?



not very important  
quite important  
very important  
Not at all important 0%

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



no influence  
advisory influence only  
joint responsibility  
sole responsibility

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



very unlikely  
unlikely  
likely  
very likely

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

# STATS DESIGN

