



1-2 APRIL 2012  
OLYMPIA | LONDON

# The home of organic, natural & artisan food

*Good food from the ground up*

Part of



*The natural choice for..*

organic, wholefoods,  
speciality, fairtrade,  
free-from, sustainable,  
vegetarian, ingredients,  
local, biodynamic, raw,  
artisan, superfoods,  
ethical, vegan and fresh.

The Natural Food Show is at the heart of Natural & Organic Products Europe.

- Showcase your range to major buyers and retailers who are actively seeking out great products. Because we're trade-only, everyone on the show floor is ready to do business with suppliers just like you.
- Connect with around 1,000 overseas buyers from over 60 countries. Today's export market is massive, so it's more essential than ever to meet the right buyers. With our NEW Hosted Buyer Programme we will identify top industry buyers and bring them to the show. That way, we can guarantee you will meet the key distributors and large retail chains who have the power to make your products go global.
- Network with the natural products industry. Make new contacts, stay up-to-date on industry issues and enjoy expert-led live demos in the Natural Food Kitchen.

**“A Fantastic Show - we were busy from opening to closing. Quality buyers from UK and throughout Europe.”**

**ANDY DOWN, ESSENTIAL TRADING COOPERATIVE**



# Good food from the ground up

Passionate about real food? Then we've got the perfect showcase for your products. For over 16 years Natural & Organic Products Europe has connected pioneering brands with the buyers that can take them to the next level.

## Your passion – our expertise

Every year the UK's entire natural, organic and speciality food industry meets for a trade show that brings brands, retailers and buyers together under one roof. And as global consumer demand for healthy, organic, free-from and Fairtrade food grows, so does our show. Whether you're a newcomer to the market, or an experienced sector leader, we provide an unrivalled opportunity to increase brand awareness, drive retail sales and get your products into the hands of the buyers with the power to transform your business.



## Who we're working with

### The Soil Association



Britain's leading organic body has been a principal show partner of Natural & Organic Products Europe from the beginning. Every year The Soil Association Marketplace brings together smaller producers, enabling fledgling brands and small specialist food and drink products to gain national exposure.

### Fairtrade and ethical producers



The UK has the largest market for Fairtrade products in Europe, worth £1.17bn in 2010. It represents over a third of the €3.4billion global market, providing a prime focus for buyers.

### Also supporting the show:



## Meet the buyers...

Just look at who you'll find...

Independent & Multiple Health Stores

Supermarkets & Department Stores

Distributors & Wholesalers

Delis, Farm Shops & Speciality Food Stores

Hotels, Bars & Restaurants

Contract Catering & Food Service

Manufacturers & Processors

Internet Retail

Sports/Gym/Leisure

Importer/Exporter

Press/TV/Radio

**7,587**  
total attendees

**93%**  
rated show good or excellent

**84%**  
plan to make a purchase as a result of visiting

**68**  
countries across the globe send buyers

## What our exhibitors say about us

**514** exhibitors came in 2011

**93%** met new customers

**88%** said the show results were good to excellent

**53%** found new distributors from the UK and abroad

## What makes it so special?

We spend the year targeting the buyers that matter, so you won't waste a second on the show floor. We understand the industry and pride ourselves on creating a show floor buzz that brings people together.

- 760 UK and International Distributors
- Top chefs and live cooking demos
- International pavilions from across the globe
- Speciality/regional food and drink pavilions
- The BIG show with the friendly atmosphere

Part of



**Natural & Organic**  
Products Europe

Book your stand today, call +44 (0)1273 645126 [www.thenaturalfoodshow.co.uk](http://www.thenaturalfoodshow.co.uk)

Don't miss the natural food event of the year: 1-2 April 2012 Grand Hall | Olympia | London



“We've got lots of licensees on the stand this year. They've got lots of really exciting products and have been getting very high levels of interest from retail buyers. It's been a very successful show.”

STEVEN JACOBS, ORGANIC FARMERS & GROWERS

## Stand Costs

2012 Stand type and costs.  
Premium stand position +10%

Shell scheme - one side open	£329 per sqm
Shell scheme - corner site	£391 per sqm
Space only	£346 per sqm



Organised by

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BUSINESS COMMUNICATIONS ■ UK

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*See you at the show!*