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The future of food will gather at Barcelona: Free From Food Functional & Health Ingredients Expo will be back on 7-8 June 2022

- Barcelona will host a renewed edition of the leading international trade show for Free From, Organic, Vegan, Functional and Healthy Food and Ingredients solutions
- The event is an opportunity to network, gain knowledge and do business
- It will be accompanied by Free From Expo Packaging, focusing on the latest trends and developments in sustainable packaging

The **Free From** community will meet at Barcelona on **7 and 8 June 2022**. The ninth edition of the **Free From Food & Health Ingredients Expo** will take place at the **Gran Via Fira de Barcelona** exhibition centre to present the latest news and trends in **Free From, Organic, Vegan, Functional and Healthy Food and Ingredients solutions**.

“Awareness and perceptions for free-from and functional foods are positively growing, reflecting in an increase in their demand. These foods encompass ever-growing dietary requirements and have shown to be powerful performers within numerous retail categories – from snacking, ready meals and out-of-home, to frozen, confectionery, and everyday grocery essentials”, says **Ronald Holman**, director of **Free From Food & Health Ingredients**.

Food safety and awareness of health and environmental benefits are taking the food industry by storm. The **Free From** category encompasses a growing range of dietary needs, while responding to the increasing demand for healthy, nutritious and socially and environmentally responsible products. **Free From Food & Health Ingredients Expo** is a key venue for companies’ strategy to respond to today’s dietary needs, lifestyles and worldwide challenges.

With a program focused on fostering and strengthening professional relationships, the ninth edition of this international event, organized by **Expo Business Communications**, will unveil the latest innovations and market predictions in **organic, vegan, lactose-free, gluten-free, meat-free and allergen-free food products and supplements**. At the same time, it will provide valuable market insights relevant to each of the five exhibition segments. “The segments of our show are interconnected due to our exhibitors as food manufacturers and brand owners with their strategy to develop products that merge all the categories”, adds **Holman**.

A revamped program focused on professional relationships

Free From Food & Health Ingredients is more than a trade show. It is an opportunity to network, gain knowledge and do business. Is the key place to connect the most innovative, healthy and environmentally conscious food and packaging products and brands with health and food



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professionals, retailers, HORECA and hospitality buyers. And Barcelona stands out as a perfect place for this purpose.

“We have impressive and essential partners supporting the consumption and trade of products in our categories in Spain”, claims **Holman**. “The Free From umbrella does offer added value through each step in the chain of production from farm to fork. These products also add value to the business model for each company involved in this healthy food sector, as consumers are willing to pay more for this responsibility and nourishing products”, adds the director of the event.

Over two days, **Fira de Barcelona** will host a renewed edition of the **Free From Food & Health Ingredients Expo**, in which producers, brand owners, researchers, food professionals, buyers and dietitians will be able to discover and take advantage of new trends and opportunities in this growing sector. So that, the organisation expects to bring together **up to 8,500 visitors and 350 producers, manufacturers and key figures from the international industry** during the event.

“We expect to please our high-caliber visitors with the active presence of hundreds of pioneering international brands and industry experts during the packed two-days conference schedule”, **Holman** points out. All those attending the fair will have free access to the lectures and conferences given by experts, as well as be able to participate in various **networking** and **matchmaking** activities and **personalized round tables**.

Free From Expo Packaging and new professional areas

The exhibition will also be accompanied by the **Free From Expo Packaging**, an exhibition focused on the latest developments in sustainable packaging. Visitors will be able to soak themselves in the trends and the latest developments in biodegradable and sustainable packaging sector.

In parallel, new professional spaces will be set up, such as the **V-label Area**, an exclusive showcase of certified vegan products, and the **new international projection pavilions**, where free brands from all over the world, such as Austria, Bolivia, Chile, Finland, Korea, Scotland and Poland, will be represented. All these new professional areas make the **Free From Food & Health Ingredients** the **most focused and established event in the Free From community**.

Pre-registration for the event will open in early January 2022. More information about the event and exhibitor pre-booking available at: barcelona.freefromfoodexpo.com

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Further information and interviews:

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