

Natural Products Expo West 2015 event details + What's NEW this year:

35th annual Natural Products Expo West, the world's largest event devoted to natural and specialty food and beverages, organics, supplements, health and beauty, natural living and pet products.

Expected attendees: over 60,000. Expanded VIP hosted buyer program for independent, natural supermarket and mass market chains.

Expected exhibitors: over 2,600

Co-located with Engredea and The Fresh Ideas Organic Marketplace

Events include: Early Morning Yoga and Evenings on the Plaza, Boulder Brands breakfast, Hall of Legends, Women in Naturals and the Retail Store Tour.

NEW: an extended Anaheim experience:

"We are expanding the Natural Products Expo West experience to encompass the entire Anaheim Convention Center campus - this includes almost 200 new booths in the Hilton hotel, an extra day of exhibits, more events, and an earlier day of education with an expanded program in the Marriott hotel. The entrepreneurial drive is thriving in the natural products marketplace, and even with our expanded show floor space, we have sold out earlier than ever. This year's event is poised to deliver an unparalleled experience to exhibitors and attendees alike." - Adam Andersen, show director, Natural Products Expo West

Education & Events: March 4–8, 2015 (**NEW: education begins a day earlier on Wednesday.**)

Trade Show: Anaheim Hilton March 5–7, 2015 (**NEW: almost 200 new exhibits in the Hilton, opens for attendees Thursday**), Anaheim Convention Center main show floor and the NEXT Pavilion, March 6–8, 2015.

NEW: The Super Pass. Includes: all access to exhibit floor, the education conference and a VIP lounge.

Top education sessions not to be missed:

Keynote speakers: Mark Bittman and Dr. David Perlmutter

NEW: The Natural Products Business School: a full-day of learning and networking focused around fundraising, product development, sales, distribution, marketing, and pitch-slam competition. Keynote: Steve Demos.

A full docket of education topics including: status of non-GMO labeling, food access, the media landscape and natural economics.

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Trends, data and innovating brands:

The 10 Most Influential Food & Beverage Product Trends Pivotal to Shaping the Future of Consumer Packaged Goods for 2015

What we will be seeing on shelves across the country

These 10 trends are sourced from **New Hope Natural Media's** [Natural Products Expos](#), the world's largest trade shows in the natural, organic and healthy living marketplace, and [NEXT Trend](#), a business intelligence solution that offers proprietary pre-shelf natural products data, future trend insights, a predictive consumer segmentation, and an innovation lab.

According to **NEXT Forecast** estimates, U.S. consumer sales of natural, organic and healthy products are forecasted to expand 64 percent from \$153B in 2013 to \$252 billion by 2019. This is a compound average growth rate (CAGR) of 8.6%, which is more than double the projected growth rate of mainstream consumer packaged goods.

1. Protein power: Protein is the star again - with food, beverage and supplement products featuring new, innovative protein sources and higher levels of protein per serving. From pea protein to cricket protein to products containing a mixture of both plant and animal protein, these ingredients are hot.

Brands aligned with this trend: Banza, Exo, Protings, Fit Patties, Jarrow Formulas Greek Yogurtein

2. Paleo on parade: The paleo trend continues to gain momentum, with the emergence of a new paleo certifications, and more packaged foods made with simple, whole food ingredients that follow the paleo doctrine of no grains, processed sugars, dairy or legumes.

Brands aligned with this trend: Yawp!, Paleo Simplified, Epic, Certified Paleo

3. Mission matters: More and more natural products companies are starting with a philanthropic mission and building a suite of natural, organic and healthy products to support and grow that mission and create a positive social impact.

Brands aligned with this trend: Coexist Coffee, Bill's Best, Sunshine Nut Co., Soapbox Soaps, Bambeo

4. Heritage to hipster: "Old school," traditional ingredients long known for their nutritional benefits such as apple cider vinegar and turmeric are popping up in new ways in foods, beverages and even dietary supplements.

Brands aligned with this trend: Fire Cider, Switchel, Turmeric Alive

5. Coconut reimaged: Coconut has been a hot ingredient for several years now, but now we are seeing the debut of new healthy packaged products featuring coconut in imaginative, new ways that provide the health benefits of coconut—often in place of less-healthy ingredients.

Brands aligned with this trend: EatingEvolved, Pure Wraps, Jackson's Honest

6. Probiotics pop: Probiotics also continue to be hot, showing up in new supplement formulations, cosmetics, greens powders, snacks and even fresh-pressed juice.

Brands aligned with this trend: Garden of Flavor Pure Joy Juice, Natren Probiotics, Ohso Probiotic Chocolate

7. Clean, simple ingredients rule: Innovation is showing up as simplification, as the ingredient lists for products continue to get shorter and cleaner. There are many new food and beverage offerings that include only high-quality, whole food ingredients. The move to cleaner, food-based ingredients could also be seen in supplements and personal care.

Brands aligned with this trend: Garden of Life, Neat Food, Solis Nutritional Blends

8. Vegan on the down low: The number of vegan foods and beverages is once again on the rise, but this year many vegan brands choose to emphasize the quality ingredients, delicious taste or mission of their products more so than their vegan positioning. The end result is a much more accessible offering for mainstream audiences.

Brands aligned with this trend: Hampton Creek Foods, Hope Foods, Snaque, Treeline Treenut Cheese, Veggie Fries, Cook Simple, Fig Foods

9. Back to the source: “Local” is for more than just the farmers market, with a growing number of exhibitors touting the sourcing stories behind their products. From ketchup made with only New Jersey-grown tomatoes to an entire supplement line featuring only ingredients grown in Nepal, the farm-to-field movement is taking on more local flavor.

Brands aligned with this trend: Tangut, SugaVida, First Field, Omena Organics

10. Water 3.0 : The success of coconut water—which is now almost a \$1 billion beverage category since its emergence on the scene in 2006—has everyone on the hunt for the next healthy billion dollar beverage concept. Emerging are numerous product concepts that are based on healthy, natural, low-calorie waters taken directly from plants. Examples include maple water, birch water, almond water, artichoke water, cactus water, olive water and watermelon water. Innovations in extraction processes and packaging are creating new opportunities for these types of plant water products. The fact that these offerings also tend to be minimally processed and made with only a few ingredients also position them well for the growing number of “Wholegrarian” consumers who seek out nutrient-dense foods and beverages made with real food ingredients.

Exhibiting brands aligned with this trend: Vertical Water (maple water), Happy Tree (maple water), SEVA (maple water), Victoria’s Kitchen (almond water), Arty Water (artichoke water), WTR MLM WTR (watermelon water), True Nopal (cactus water) and Olive Water (olive water).