

# FACTSHEET



## **FREE FROM** FOOD • INGREDIENTS

5-6 NOVEMBER 2024 - RAI AMSTERDAM

**Free From Food | Ingredients**, 12th annual edition serves as the proven European exhibition and conference connecting food manufacturers, ingredient suppliers and retailers seeking to market Natural, Free From and Healthy food products exclusively for European retail and food service. This event is tailored for **food and trade professionals only**.

### THE 2023 VISITOR AND EXHIBITOR SURVEY RESULTS

286

**Exhibitors**

5631

**Visitors**

63

**Countries**

### EXHIBITOR PROFILE

- Food Manufacturers
- Wholesalers
- Importers
- Distributors
- Food Ingredients
- Health Ingredient Suppliers
- Traders
- Exporters
- Consulting, Testing and Quality Management
- Research and Certification
- European Coeliac Societies
- Country Pavilion Organizers
- Private Label Food Producers

### WHY EXHIBIT?

It is the place to showcase your innovative products and solutions, extend your network and connect with Retail Buyers, Category Managers, Industry leaders and Experts and build new partnerships and new customers.

**Matchmaking**; active recruitment of your shortlist of desired customers

Inclusion in the **Innovation gallery** with possible nomination for the Innovation Award.



### VISITOR PROFILE

- Supermarket Chains
- Food Manufacturers
- Import/Export Trade
- Wholesales
- Other: Buyers • Category Managers • Product Managers Management and Food Professionals from Multiple Retail • Small and Big Independent Retail • Bio Retail Chains, Food Service companies • Hotel Chains Independent Hotels • Caterers and Institutional Caterers • Health Care Professionals and buyers and specifiers from all other free from and healthy food distribution channels.

4

**Daily Conferences**



**Free From Food** attracts a distinguished audience due to its carefully curated lineup of engaging keynote speakers. These experts cover a range of topics, including **market research, consumer trends, ingredient solutions, and innovation talks**. Additionally, a collaborative conference with the **Captain of the Category Awards Conference** enhances the high quality of the audience.

Captain of the Category  
Gezonde Groei

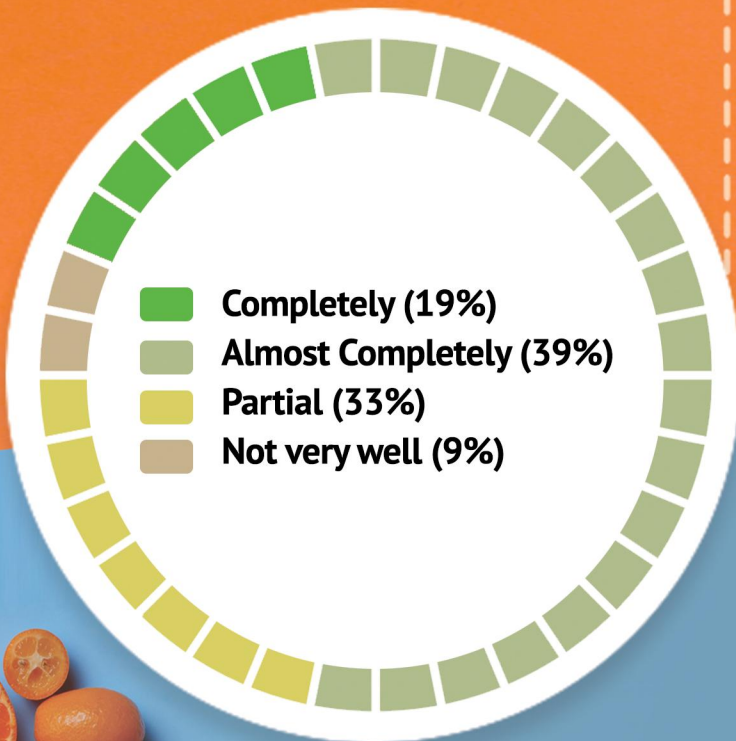
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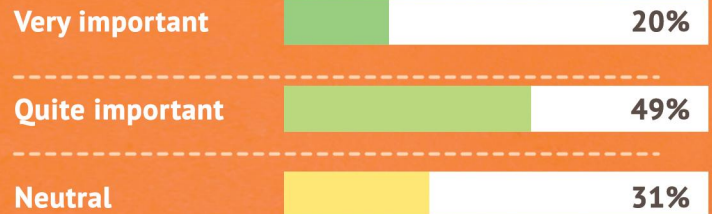


## EXHIBITOR ANALYSIS

How well did exhibitors reach their company's objectives at the expo?



How important was it for exhibitors' business to participate in the show?

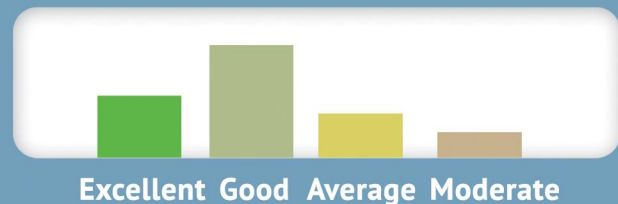


## VISITOR ANALYSIS

Visitor's annual spend on the types of goods/services exhibited



How did exhibitors rate the quality of the visitors at the expo?



Watch the 2023 Aftermovie.

Contact us for more information

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