

NEXT™



2018 Trend Guidebook
Natural Products Expo West



Welcome to Natural Products Expo West 2018!

The purpose of this guidebook is to help maximize your Expo West experience by sharing with you the forces inspiring innovation and the brands exemplifying trends shaping the industry. From nearly 3,000 exhibitors across Food & Beverage, Supplements, and Natural Living, a carefully curated list of 1,100 companies have been identified for their products, ingredients, and innovative practices that match the trends we track and are of significance to the industry.

This guidebook details the key macro forces along with corresponding trends, a focused list of products and companies and their category, hall, and booth numbers. We encourage you to use this guidebook to navigate the show by trends most relevant to you. By focusing your experience this guidebook helps to propel your innovation efforts forward.

NEXT is the Data & Insights division of New Hope Network, the producers of Natural Products Expos West and East. NEXT helps Health, Wellness and Natural Product innovators maximize their return on innovation by using proprietary data, intelligence, and insights into what's next in natural.



To learn more about NEXT Innovation Solutions, visit WhatsNextinNatural.com or contact your sales representative.

Wishing you a productive and successful Expo West!

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Drawing from the **2018 NEXT Forecast**, the industry's leading source of forward-looking insights, this book will explore 3 cultural forces and their related macro forces that are shaping the future of the natural & organic products industry.* Each tab will cover one macro force and will highlight important trends within that force while providing product/brand examples with booth numbers to bring these trends to life.



Cultural Forces

From a cultural perspective, these are the broad forces shaping business and consumer culture in the United States. While it is not an exhaustive list these are the forces we see as most relevant in shaping the future of consumer goods.

Macro Forces

Nested within the cultural forces are macro forces, these represent clusters of trends with a common theme.

Trends

From a product perspective, these are the trends shaping the evolution of consumer goods; think of them as the ways in which brands and consumers respond to the larger cultural and macro forces shaping the future of the market.

THE CULTURAL FORCES

1. **Cultural Awakening** – The world is waking up, and it's changing everything. This awakening has been building momentum for decades, with recent acceleration driven by the internet, social media, and other environmental, cultural and technological forces. Fueled by consumer demand and the emergence of socially minded entrepreneurs driven to change the world by changing the status quo, a new wave of conscious business practices is defining what business can look like in the future. From regenerating the land and the communities that provide our food to making access to healthy food a right rather than a privilege to establishing the systems that will ensure diversity and equitable pay, today's awakened business leaders are proving that business can be a force for more than just financial gain.

- 2. Modern Life** – Modern life brings with it many advantages including innovative products, a state-of-the-art healthcare system and a more level business playing field. But modern life also comes with challenges. We are now working longer hours than ever before and are expected to be on demand at all hours of the day. It's no longer enough to feed and make a good home for ourselves and families. We feel the pressure to be exceptional. All in an environment where data overload is rapidly accelerating. We are adapting to the realities of an evolving economy, new technology, and the compounding health, social and environmental problems accompanying the personal lifestyle choices and extraction-oriented practices that have driven growth and prosperity since the beginning of the industrial age.
- 3. Tech Enablers** – Our connected world is generating exciting new opportunities; opportunities to explore and learn, to innovate and improve the way business is done, and to identify new solutions to the problems we face. But technology is also bringing with it unprecedented and accelerating disruption. Massive fortunes and sector dominance have accrued to disruptive technology companies, while many once dominant companies no longer exist. Within this environment, network-based businesses have earned tremendous advantages over fixed-asset ones; next-generation food tech companies are garnering lavish valuations and investor attention; and technology is providing companies access to consumers all over the world and empowering a dynamic online community.

THE MACRO FORCES

Cultural Awakening

- **Ancient Wisdom:** Trust the intelligence of past cultures to inform modern eating habits, ingredients, and formulations.
- **The Erosion of Trust:** With unprecedented access to information from computers and mobile devices, consumers are researching brands on the fly—what they are finding is too often making trust a thing of the past.
- **Beyond Nutrition:** No longer can nutrition be written off as a young science. Research, experts and the market support nutrition as a pillar of wellness, while consumers increasingly turn to foods that help them thrive.
- **Conscious Consumption:** Keeping up with the conscious consumer calls for agility and creativity and asks brands to deliver a new bottom line: purpose.

Modern Life

- **The Modern Meal:** Consumers hack their meals into streamlined, efficient plates that minimize preparation time and maximize nutrition.
- **Prioritizing Health:** Wellness has evolved—from prevention to optimization.
- **Disruption through Fragmentation:** Innovative, mission-driven food and CPG brands may be creating rifts in our food system, but they are also delivering on consumer demand for healthier and more mindful products in ways the big guys haven't been able to.
- **A Climate of Change:** Agriculture enters climate change discussions as victim, villain and solution—just in time to feed an exponentially growing population.

Tech Enablers

- **Our Flat Earth:** An increasingly complex global food and ingredient supply chain means more food experimentation, but also more need for traceability.

** New Hope Network and the Sterling-Rice Group partnered on the 2018 NEXT Forecast.*

Cultural Force: Cultural Awakening

Macro Force – Ancient Wisdom

In an environment of distrust and uncertainty regarding what makes a healthy diet, many consumers turn to the knowledge of past cultures to inform modern eating habits, ingredients and formulations. Increased access to whole foods has fostered a deeper understanding and interest in the nutritional, cultural and artisanal advantages of an ancient way of eating.

Trends

- **The Wholegrarian Shopper**
Consumers are seeking wholesome, pronounceable ingredients to discern healthy and nutritious natural foods.
- **Inherently Functional**
Functional ingredients are popping up all over – in cereals, bars, snacks and chocolate – and are resonating with both natural and conventional customers. There's broad appeal for ingredients promising energy, better nutrition, and vitality, and a common resistance to supplements.
- **Opportunity: Embracing Biodynamic**
Go back to go forward. Biodynamic, the foundation of organic agriculture, is getting reinvigorated by brands seeking ways to take sustainable food production to new levels.
- **Opportunity: The Flavor Advantage**
Another win for the good food movement: food raised (or grown) right just tastes better.

| The Wholegrarian Shopper | Category | Hall | Booth |
|---------------------------------------|--|--------|-------|
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 120 |
| Sweetaly Dolceria | Desserts, Confections and Snacks | Arena | 141 |
| Egg Innovations/Blue Sky Family Farms | Meat, Dairy and Cheese | Arena | 152 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 194 |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Betty Lou's Inc. | Desserts, Confections and Snacks | Hall A | 361 |
| Rao's Specialty Foods, Inc. | Condiments, Sauces, Spices | Hall A | 595 |
| Castor & Pollux Pet Works | Pet Products | Hall A | 677 |
| Sundown Foods USA, Inc | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 695 |
| Justin's | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall A | 777 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Sunfood Superfoods | Herbs & Botanicals | Hall A | 855 |
| Mike's Mighty Good | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 965 |
| Good Groceries Company | Desserts, Confections and Snacks | Hall A | 1082 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Kashi | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1415 |
| Crunchies Natural Food Company | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1525 |
| Nana's Cookie Co. | Desserts, Confections and Snacks | Hall B | 1529 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|-------------------------------|--|--------|-------|
| Food for Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1605 |
| Best Bar Ever | Desserts, Confections and Snacks | Hall B | 1618 |
| Made in Nature | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1724 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Alter Eco | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1962 |
| Chino Valley Ranchers | Meat, Dairy and Cheese | Hall B | 2004 |
| Alvarado Street Bakery | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 2033 |
| Madhava Natural Sweeteners | Condiments, Sauces, Spices | Hall B | 2047 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| To Your Health Sprouted Flour | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2103 |
| Mary's Gone Crackers | Desserts, Confections and Snacks | Hall B | 2108 |
| United With Earth, Corp. | Desserts, Confections and Snacks | Hall B | 2179 |
| Plum Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2404 |
| Bare Republic | Makeup | Hall C | 2461 |
| Bench & Field Pet Foods, LLC | Pet Products | Hall C | 2530 |
| Schmidt's Naturals | Skin Care; Oral Care | Hall C | 2580 |
| Kiss My Face LLC | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2604 |
| kin*kind | Pet Products | Hall C | 2679 |

| The Wholegrarian Shopper | Category | Hall | Booth |
|------------------------------------|---|--------|-------|
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Badger | Skin Care | Hall C | 2823 |
| cocokind | Makeup; Skin Care | Hall C | 2878 |
| World Organic / Licata Enterprises | Specialty Supplements; Herbs & Botanicals | Hall D | 3875 |
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| RAWFUSION | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | Hall D | 3996 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Dang Foods LLC | Desserts, Confections and Snacks | Hall E | 4919 |
| I and Love and You | Pet Products | Hall E | 5036 |
| SuperEats | Desserts, Confections and Snacks | Hall E | 5052 |
| Firehook | Desserts, Confections and Snacks | Hall E | 5117 |
| Cucina & Amore | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5124 |
| KARMA NUTS | Desserts, Confections and Snacks | Hall E | 5127 |
| Dahlicious, LLC | Meat, Dairy and Cheese | Hall E | 5169 |
| Rise Bar | Desserts, Confections and Snacks | Hall E | 5215 |
| Boulder Organic! | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5268 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Honeydrop Beverages | Beverages | Hall E | 5366 |
| Sage V Foods LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5372 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|--------------------------|--|--------------------|-------|
| Better Bean | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5383 |
| KIND Snacks | Desserts, Confections and Snacks | Hall E | 5414 |
| i heart keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5432 |
| Pereg Gourmet | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5441 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Hall E | 5459 |
| Blue Moose of Boulder | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5501 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Hope Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5537 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| Thunderbird Energetica | Desserts, Confections and Snacks | Hall E | 5645 |
| Beech-Nut Nutrition | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5670 |
| Zema's Madhouse Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5680 |
| Munk Pack | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5753 |
| Zen Monkey | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5773 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| The Coconut Cult | Meat, Dairy and Cheese | Level 300 Exhibits | 7105 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 300 Exhibits | 7202 |

| The Wholegrain Shopper | Category | Hall | Booth |
|------------------------------|--|--------------------|-------|
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Tart Beverages, Inc. | Beverages | Level 300 Exhibits | 7207 |
| Coracao Chocolate | Desserts, Confections and Snacks | Level 300 Exhibits | 7307 |
| 4Pure, Inc. | Beverages | Level 300 Exhibits | 7402 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Yoot Tea | Beverages | Level 300 Exhibits | 7822 |
| Partake Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7924 |
| Wild Poppy | Beverages | Level 300 Exhibits | 8011 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |
| Creative Snacks Co. | Desserts, Confections and Snacks | Level 300 Exhibits | 8104 |
| Three Trees | Beverages | Level 300 Exhibits | 8112 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| DRINKmaple | Beverages | Level 300 Exhibits | 8204 |
| New Pop Skinless Popcorn | Desserts, Confections and Snacks | Level 300 Exhibits | 8211 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| My/Mo Mochi Ice Cream | Desserts, Confections and Snacks | Level 300 Exhibits | 8618 |
| Teff Company/Maskal Teff | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8624 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|---|--|--------------------|-------|
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Hybread | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8802 |
| KiwiKiss | Desserts, Confections and Snacks | Level 300 Exhibits | 8922 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| The Real Coconut Products Co., LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 9102 |
| Iam By Nature Ltd | Skin Care | Level 300 Exhibits | 9110 |
| Supah Stah Dark Chocolate Superfood Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 9200 |
| Juice Society | Beverages | Level 300 Exhibits | 9206 |
| TeaRIOT | Beverages | Level 300 Exhibits | 9307 |
| Base Culture | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 300 Exhibits | 9311 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Pic's Peanut Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 9610 |
| Montana Mex | Condiments, Sauces, Spices | North Hall Level 2 | N113 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| Best Homies Dog Treats | Pet Products | North Hall Level 2 | N238 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| Olyra Breakfast Biscuits | Desserts, Confections and Snacks | North Hall Level 2 | N421 |
| Paleo Powder Seasoning LLC | Condiments, Sauces, Spices | North Hall Level 2 | N428 |

| The Wholegrarian Shopper | Category | Hall | Booth |
|-------------------------------|---|--------------------|-------|
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| Oriya Organics | Sport Nutrition & Weight Management | North Hall Level 2 | N509 |
| Nature's Logic | Pet Products | North Hall Level 2 | N535 |
| Amara Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N540 |
| MODe LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Native State Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N705 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| Honey Mama's | Desserts, Confections and Snacks | North Hall Level 2 | N735 |
| Wooden Table Baking Co. | Desserts, Confections and Snacks | North Hall Level 2 | N737 |
| Crunchsters Inc | Desserts, Confections and Snacks | North Hall Level 2 | N747 |
| Tisane Alkaline Teas | Beverages | North Hall Level 2 | N805 |
| Yummy Spoonfuls | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N807 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| Otto's Naturals | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N842 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Foodstirs | Desserts, Confections and Snacks | North Hall Level 2 | N852 |
| Grains of Health LLC | Desserts, Confections and Snacks | North Hall Level 2 | N853 |
| Mike's Hot Honey | Condiments, Sauces, Spices | North Hall Level 2 | N909 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| Mr. Mak's | Beverages | North Hall Level 2 | N1008 |
| Organic Living Superfoods, LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1106 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Jus Lab | Beverages | North Hall Level 2 | N1116 |
| Fruit For Thought | Desserts, Confections and Snacks | North Hall Level 2 | N1125 |
| ORGANIC AMAZON LLC | Condiments, Sauces, Spices | North Hall Level 1 | N1235 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Improper Goods, LLC | Beverages | North Hall Level 1 | N1430 |
| Simple Mills | Desserts, Confections and Snacks | North Hall Level 1 | N1436 |
| Modern Pop | Desserts, Confections and Snacks | North Hall Level 1 | N1448 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| Bioterraneo | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1504 |
| Genuine Coconut | Beverages | North Hall Level 1 | N1505 |

| The Wholegrarian Shopper | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Bakerly | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 1 | N1529 |
| Wholesome Goodness | Desserts, Confections and Snacks | North Hall Level 1 | N1623 |
| Smashmallow | Desserts, Confections and Snacks | North Hall Level 1 | N1635 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | North Hall Level 1 | N1645 |
| Alive & Radiant | Desserts, Confections and Snacks | North Hall Level 1 | N1701 |
| Uncle Dougie's | Condiments, Sauces, Spices | North Hall Level 1 | N1746 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| The Great GORP Project Inc. | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 1 | N1900 |
| Maker Overnight Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1910 |
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Scratch & Grain Baking Company | Desserts, Confections and Snacks | North Hall Level 1 | N2018 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Crio Bru | Beverages | North Hall Level 1 | N2124 |
| BRAMI Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2132 |
| Natural Sins | Desserts, Confections and Snacks | North Hall Level 1 | N2134 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|---|--|--------------------|-------|
| Kettle Cuisine | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2246 |
| Grillo's Pickles, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2305 |
| The Better Chip | Desserts, Confections and Snacks | North Hall Level 1 | N2310 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Inherently Functional | Category | Hall | Booth |
| Hemp2o | Beverages | Arena | 115 |
| Raw Food Central | Shelf Stable: Meals, Soups, Apps and Sides | Arena | 117 |
| LALOO'S | Desserts, Confections and Snacks | Arena | 160 |
| ENLIGHTENED | Desserts, Confections and Snacks | Arena | 195 |
| Betty Lou's Inc. | Desserts, Confections and Snacks | Hall A | 361 |
| Evolution Fresh | Beverages | Hall A | 370 |
| Zest Tea | Beverages | Hall A | 495 |
| Manitoba Harvest Hemp Foods | Specialty Supplements | Hall A | 765 |
| WORLD FINER FOODS, INC. | Desserts, Confections and Snacks | Hall A | 845 |
| Good Groceries Company | Desserts, Confections and Snacks | Hall A | 1082 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Best Bar Ever | Desserts, Confections and Snacks | Hall B | 1618 |
| Healthy Food Ingredients - SK Food/Hesco/Dakota Organic Products/Suntava/Heartland Flax | Condiments, Sauces, Spices | Hall B | 1712 |

| Inherently Functional | Category | Hall | Booth |
|---------------------------|--|--------|-------|
| Made in Nature | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1724 |
| Health Matters America | Herbs & Botanicals | Hall B | 1757 |
| Purity Organic, LLC | Beverages | Hall B | 1771 |
| Bonafide Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1793 |
| Mamma Chia | Beverages; Desserts, Confections and Snacks | Hall B | 1877 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Teecino | Beverages | Hall B | 1956 |
| Living Intentions | Desserts, Confections and Snacks | Hall B | 1975 |
| PROBAR, LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall B | 1976 |
| Bionaturae | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 2016 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| OMGi - Organic Meets Good | Desserts, Confections and Snacks | Hall B | 2164 |
| SoTru | Beverages | Hall B | 2183 |
| HempsGood LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall C | 2499A |
| ORGAID | Skin Care | Hall C | 2588 |
| kin+kind | Pet Products | Hall C | 2679 |
| Selina Naturally | Condiments, Sauces, Spices | Hall C | 2724 |
| Organic Doctor | Skin Care | Hall C | 2821 |
| cocokind | Makeup; Skin Care | Hall C | 2878 |
| Yerba Prima, Inc | Specialty Supplements | Hall D | 3743 |

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| Inherently Functional | Category | Hall | Booth |
|------------------------------|--|--------|-------|
| ManukaGuard | Specialty Supplements | Hall D | 3885 |
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| youtheory | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3957 |
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4089 |
| North American Herb & Spice | Herbs & Botanicals | Hall D | 4113 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Almased USA, Inc. | Sport Nutrition & Weight Management | Hall D | 4179 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Sun Chlorella USA | Shelf Stable: Meals, Soups, Apps and Sides | Hall D | 4356 |
| Lily of the Desert | Specialty Supplements; Herbs & Botanicals | Hall D | 4357 |
| NaturaNectar | Herbs & Botanicals | Hall D | 4433 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4438 |
| Dr. Mercola Premium Products | Pet Products | Hall D | 4661 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Four Sigmatic | Beverages; Herbs & Botanicals | Hall E | 4994 |
| Health Warrior Inc | Desserts, Confections and Snacks | Hall E | 5040 |
| Soul Sprout | Desserts, Confections and Snacks | Hall E | 5044 |
| CHIA VIVA! | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5051 |

| Inherently Functional | Category | Hall | Booth |
|---|--|--------|-------|
| Organic Gemini Tigernuts | Desserts, Confections and Snacks | Hall E | 5053 |
| Perfect Bar | Desserts, Confections and Snacks | Hall E | 5092 |
| World of Chia | Condiments, Sauces, Spices | Hall E | 5105 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| KARMA NUTS | Desserts, Confections and Snacks | Hall E | 5127 |
| WrawP foods LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5203 |
| Little Duck Organics & Brad's Raw Foods | Desserts, Confections and Snacks | Hall E | 5205 |
| Kate Farms | Beverages | Hall E | 5243 |
| Love Beets | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5247 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Kona Deep | Beverages | Hall E | 5336 |
| Chosen Foods, LLC | Condiments, Sauces, Spices | Hall E | 5361 |
| Sage V Foods LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5372 |
| Avitae Caffeine + Water | Beverages | Hall E | 5385 |
| Rhythm Superfoods | Desserts, Confections and Snacks | Hall E | 5424 |
| Bai Brands, LLC | Beverages | Hall E | 5431 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Hall E | 5459 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Republic of Tea, The | Beverages | Hall E | 5482 |
| Blue Moose of Boulder | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5501 |

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| Inherently Functional | Category | Hall | Booth |
|--------------------------------------|--|--------------------|-------|
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Davidsons Tea, Herbs, Cocoa & Spices | Beverages | Hall E | 5547 |
| Love Grown Foods, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5582 |
| Living Raw | Desserts, Confections and Snacks | Hall E | 5588 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| Evo Hemp | Desserts, Confections and Snacks | Hall E | 5628 |
| Thunderbird Energetica | Desserts, Confections and Snacks | Hall E | 5645 |
| 4th & Heart | Condiments, Sauces, Spices | Hall E | 5666 |
| Bounce | Desserts, Confections and Snacks | Hall E | 5710 |
| Fall River Wild Rice | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5745 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| The Coconut Cult | Meat, Dairy and Cheese | Level 300 Exhibits | 7105 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Coffee Blenders | Beverages | Level 300 Exhibits | 7203 |
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Tart Beverages, Inc. | Beverages | Level 300 Exhibits | 7207 |
| Argania Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 7305 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Virgin Raw Foods, LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7813 |

| Inherently Functional | Category | Hall | Booth |
|------------------------------|--|--------------------|-------|
| Just Panella LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Sundia Corporation | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 7819 |
| Vita water | Beverages | Level 300 Exhibits | 8002 |
| Solti Beverages | Beverages | Level 300 Exhibits | 8010 |
| REBBL | Beverages | Level 300 Exhibits | 8016 |
| Creative Snacks Co. | Desserts, Confections and Snacks | Level 300 Exhibits | 8104 |
| Sunup Green Coffee | Beverages | Level 300 Exhibits | 8202 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| Sustainable Indulgence, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8422 |
| Sherpa Foods SPC | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8517 |
| teapigs US | Beverages | Level 300 Exhibits | 8607 |
| Rau Chocolate | Beverages | Level 300 Exhibits | 8612 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| IMMORDL | Beverages | Level 300 Exhibits | 8617 |
| Teff Company/Maskal Teff | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8624 |
| Genki USA Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8806 |
| H2rOse, LLC | Beverages | Level 300 Exhibits | 8810 |
| Get Bizzy inc | Beverages | Level 300 Exhibits | 8816 |
| Tin Star Foods | Condiments, Sauces, Spices | Level 300 Exhibits | 8822 |
| Iam By Nature Ltd | Skin Care | Level 300 Exhibits | 9110 |

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| Inherently Functional | Category | Hall | Booth |
|---|--|--------------------|-------|
| Supah Stah Dark Chocolate Superfood Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 9200 |
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| Juice Society | Beverages | Level 300 Exhibits | 9206 |
| TeaRIOT | Beverages | Level 300 Exhibits | 9307 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| Loving Earth | Desserts, Confections and Snacks | Level 300 Exhibits | 9500 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Sweet Mama Mel's | Desserts, Confections and Snacks | North Hall Level 2 | N103 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Proud Source Water | Beverages | North Hall Level 2 | N141 |
| OLIKA | Skin Care; Hygiene | North Hall Level 2 | N145 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| Know Brainer Foods | Meat, Dairy and Cheese | North Hall Level 2 | N209 |
| Seawater Food & Beverage | Beverages; Condiments, Sauces, Spices; Vitamins & Minerals | North Hall Level 2 | N216 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| Oats Overnight | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N317 |
| Trueway International P L | Oral Care | North Hall Level 2 | N347 |
| OHi Food Co. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N406 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |

| Inherently Functional | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| MODe LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |
| CAULIPOWER | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N548 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | North Hall Level 2 | N600 |
| Sana Hemp Juice | Beverages | North Hall Level 2 | N604 |
| TURVEDA | Beverages | North Hall Level 2 | N605 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Binnie's Coconut Butter | Desserts, Confections and Snacks | North Hall Level 2 | N634 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Del Monte Foods, Inc. | Desserts, Confections and Snacks | North Hall Level 2 | N642 |
| Native State Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N705 |
| Kalena Sparkling Coconut Water | Beverages | North Hall Level 2 | N731 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| United Life Science | Herbs & Botanicals | North Hall Level 2 | N741 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| organicgirl, LLC | Beverages | North Hall Level 2 | N817 |
| KOE - Kombucha Organic Energy | Beverages | North Hall Level 2 | N821 |
| Flow Water | Beverages | North Hall Level 2 | N841 |
| MySuperfoods Company | Desserts, Confections and Snacks | North Hall Level 2 | N912 |

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| Inherently Functional | Category | Hall | Booth |
|---|--|--------------------|-------|
| BRUCE TEA | Beverages | North Hall Level 2 | N927 |
| K'UL Foods LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1005 |
| EVIVA | Beverages | North Hall Level 2 | N1013 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| UGLY by nature | Oral Care | North Hall Level 2 | N1105 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Jus Lab | Beverages | North Hall Level 2 | N1116 |
| Foodie Fuel Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N1211 |
| ORGANIC AMAZON LLC | Condiments, Sauces, Spices | North Hall Level 1 | N1235 |
| Betsy's Best Gourmet Nut and Seed Butters | Desserts, Confections and Snacks | North Hall Level 1 | N1301 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| B-Tea Beverage, LLC | Beverages | North Hall Level 1 | N1347 |
| Numo Broth | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1423 |
| Improper Goods, LLC | Beverages | North Hall Level 1 | N1430 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| La Abuela Carmen | Condiments, Sauces, Spices | North Hall Level 1 | N1504 |
| Genuine Coconut | Beverages | North Hall Level 1 | N1505 |
| Crazy Go Nuts | Desserts, Confections and Snacks | North Hall Level 1 | N1525 |
| Baobab Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1604 |
| Kettle & Fire Bone Broth | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1648 |

| Inherently Functional | Category | Hall | Booth |
|-----------------------------|---|--------------------|-------|
| R.E.D.D. (Redd) | Desserts, Confections and Snacks | North Hall Level 1 | N1734 |
| Mangajo Drinks Co. | Beverages | North Hall Level 1 | N1736 |
| Organica | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1739 |
| nügg | Skin Care | North Hall Level 1 | N1800 |
| Amafruits | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1801 |
| Hawaiian Ola | Beverages | North Hall Level 1 | N1833 |
| The Great GORP Project Inc. | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 1 | N1900 |
| Maker Overnight Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1910 |
| Buddha Teas | Beverages | North Hall Level 1 | N1928 |
| Cleveland Kraut | Condiments, Sauces, Spices | North Hall Level 1 | N1936 |
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Pok Pok Som | Beverages | North Hall Level 1 | N2022 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Imlak'esh Organics | Desserts, Confections and Snacks | North Hall Level 1 | N2143 |
| OneBar | Desserts, Confections and Snacks | North Hall Level 1 | N2212 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |

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| Inherently Functional | Category | Hall | Booth |
|--------------------------------------|--|--------------------|-------|
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Earth to Kids, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2244 |
| Grillo's Pickles, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2305 |
| The Better Chip | Desserts, Confections and Snacks | North Hall Level 1 | N2310 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Busy Bee Yerba Mate | Beverages | North Hall Level 1 | N2342 |
| Opportunity: Embracing Biodynamic | Category | Hall | Booth |
| Eartharvest Foods, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1763 |
| Organic India USA | Beverages | Hall B | 1971 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2237 |
| Weleda | Skin Care; Oral Care; Hygiene | Hall C | 2950 |
| Flower Essence Services | Specialty Supplements (omega 3/fatty acids, fiber, probiotics, etc.) | Hall D | 4200 |
| Oregon's Wild Harvest | Herbs & Botanicals (green tea, echinacea, garlic, ginseng, etc.) | Hall D | 4309 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 4956 |
| NATURAL NECTAR | Beverages | Hall E | 5415 |
| Epic Provisions | Meat, Dairy and Cheese | Hall E | 5420 |
| Republic of Tea, The | Beverages | Hall E | 5482 |

| Opportunity: Embracing Biodynamic | Category | Hall | Booth |
|--|--|--------------------|--------------|
| ROAM Ranch | Meat, Dairy and Cheese | Hall E | 5728 |
| White Leaf Provisions | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N739 |
| Foodstirs | Desserts, Confections and Snacks | North Hall Level 2 | N852 |
| Bonterra Organic Vineyards | Beverages | North Hall Level 2 | N1021 |
| Wize Monkey | Beverages | North Hall Level 2 | N1022 |
| Cleveland Kraut | Condiments, Sauces, Spices | North Hall Level 1 | N1936 |
| Deep Valley Biodynamic Coffee | Beverages | North Hall Level 1 | N2006 |
| Opportunity: The Flavor Advantage | Category | Hall | Booth |
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 120 |
| Lorissa's Kitchen | Meat, Dairy and Cheese | Arena | 124 |
| Sweetaly Dolceria | Desserts, Confections and Snacks | Arena | 141 |
| Olli Salumeria | Meat, Dairy and Cheese | Arena | 142 |
| Hip Chick Farms, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 145 |
| LALOO'S | Desserts, Confections and Snacks | Arena | 160 |
| Happy Planet Foods | Beverages; Meat, Dairy and Cheese | Arena | 174 |
| Golden Valley Natural | Desserts, Confections and Snacks | Arena | 176 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall A | 434 |
| NestFresh | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 486 |
| Applegate | Meat, Dairy and Cheese | Hall A | 755 |
| Summerhill Goat Dairy | Meat, Dairy and Cheese | Hall A | 794 |
| KonaRed Corporation | Beverages; Specialty Supplements | Hall A | 795 |

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| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--------------------------------------|--|--------|-------|
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| LesserEvil Healthy Brands | Desserts, Confections and Snacks | Hall A | 976 |
| Panos Brands | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall B | 1453 |
| Redwood Hill Farm & Creamery | Meat, Dairy and Cheese | Hall B | 1657 |
| Organic Valley | Meat, Dairy and Cheese | Hall B | 1737 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Humboldt Creamery | Meat, Dairy and Cheese | Hall B | 1770 |
| Great River Organic Milling | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1780 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Saint Benoit Creamery | Meat, Dairy and Cheese | Hall B | 1892 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |
| Theo Chocolate | Desserts, Confections and Snacks | Hall C | 2204 |
| Clover Sonoma | Meat, Dairy and Cheese | Hall C | 2238 |
| Plum Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2404 |
| Redmond | Condiments, Sauces, Spices | Hall C | 2532 |
| Great Lakes Gelatin | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4893 |

| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--|---|--------|-------|
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Dreaming Cow | Meat, Dairy and Cheese | Hall E | 4903 |
| Rumiano Cheese | Meat, Dairy and Cheese | Hall E | 4957 |
| Bellwether Farms | Meat, Dairy and Cheese | Hall E | 4961 |
| Naturi, Inc. | Meat, Dairy and Cheese | Hall E | 4975 |
| HimalaSalt | Condiments, Sauces, Spices | Hall E | 5071 |
| Madecasse Chocolate and Vanilla | Desserts, Confections and Snacks | Hall E | 5076 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5091 |
| Picnik | Beverages | Hall E | 5102 |
| Celtic Sea Salt | Condiments, Sauces, Spices | Hall E | 5119 |
| Tanka/Native American Natural Foods | Meat, Dairy and Cheese | Hall E | 5136 |
| Tiny But Mighty Popcorn | Desserts, Confections and Snacks | Hall E | 5139 |
| Country Archer Jerky | Meat, Dairy and Cheese | Hall E | 5292 |
| THANASI Foods LLC | Meat, Dairy and Cheese | Hall E | 5346 |
| NATURAL NECTAR | Beverages | Hall E | 5415 |
| Epic Provisions | Meat, Dairy and Cheese | Hall E | 5420 |
| Teton Waters Ranch | Meat, Dairy and Cheese | Hall E | 5447 |
| FIELD TRIP Jerky | Meat, Dairy and Cheese | Hall E | 5450 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Hall E | 5459 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 5527 |
| Cynara | Condiments, Sauces, Spices | Hall E | 5531 |

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| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--|---|--------------------|-------|
| Blend LLC Sensible Foods / Barbacoa Sabor / Hip Chips | Meat, Dairy and Cheese | Hall E | 5543 |
| Counter Culture Coffee | Beverages | Hall E | 5545 |
| Love Grown Foods, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5582 |
| siggi's dairy | Meat, Dairy and Cheese | Hall E | 5623 |
| Smari Organics | Meat, Dairy and Cheese | Hall E | 5635 |
| 4th & Heart | Condiments, Sauces, Spices | Hall E | 5666 |
| RXBAR | Desserts, Confections and Snacks | Hall E | 5686 |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Hall E | 5722 |
| Vital Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5723 |
| ROAM Ranch | Meat, Dairy and Cheese | Hall E | 5728 |
| Blue Marble Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5732 |
| Coffee Blenders | Beverages | Level 300 Exhibits | 7203 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Sun Fed Ranch | Meat, Dairy and Cheese | Level 300 Exhibits | 7805 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Raaka Chocolate Inc | Desserts, Confections and Snacks | Level 300 Exhibits | 8006 |
| SlantShack Jerky | Meat, Dairy and Cheese | Level 300 Exhibits | 8312 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Get Bizzy inc | Beverages | Level 300 Exhibits | 8816 |
| Tin Star Foods | Condiments, Sauces, Spices | Level 300 Exhibits | 8822 |
| Rare Hawaiian Honey Company | Condiments, Sauces, Spices | North Hall Level 2 | N111 |

| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|---|--|--------------------|-------|
| TRIBALI Foods | Meat, Dairy and Cheese | North Hall Level 2 | N112 |
| Know Brainer Foods | Meat, Dairy and Cheese | North Hall Level 2 | N209 |
| Handsome Brook Farm - Pasture Raised Eggs | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N331 |
| Know Your Fruit | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N402 |
| Olyra Breakfast Biscuits | Desserts, Confections and Snacks | North Hall Level 2 | N421 |
| Buddy's Nut Butters | Desserts, Confections and Snacks | North Hall Level 2 | N436 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| Cawston Press | Beverages | North Hall Level 2 | N505 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| Think Jerky | Meat, Dairy and Cheese | North Hall Level 2 | N622 |
| PRE Brands | Meat, Dairy and Cheese | North Hall Level 2 | N637 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| Runamok Maple | Condiments, Sauces, Spices | North Hall Level 2 | N745 |
| ICONIC | Beverages | North Hall Level 2 | N748 |
| RoliRoti and Butchers Bone Broth | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N806 |
| Yummy Spoonfuls | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N807 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| Taza Chocolate | Desserts, Confections and Snacks | North Hall Level 2 | N819 |
| K'UL Foods LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1005 |
| Level Ground Trading | Beverages | North Hall Level 2 | N1007 |

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| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--------------------------------------|--|--------------------|-------|
| Pearson Ranch Elk & Bison Jerky, LLC | Meat, Dairy and Cheese | North Hall Level 2 | N1126 |
| The Osso Good Co | Beverages; Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N1146 |
| Wilde Brands | Meat, Dairy and Cheese | North Hall Level 1 | N1205 |
| Crown Maple | Condiments, Sauces, Spices | North Hall Level 1 | N1215 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Verlasso Salmon | Meat, Dairy and Cheese | North Hall Level 1 | N1300 |
| Obrigado | Beverages | North Hall Level 1 | N1304 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1334 |
| Groundwork Coffee | Beverages | North Hall Level 1 | N1335 |
| Numo Broth | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1423 |
| Caveman Coffee Co | Beverages | North Hall Level 1 | N1441 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | North Hall Level 1 | N1628 |
| Smashmallow | Desserts, Confections and Snacks | North Hall Level 1 | N1635 |
| Kettle & Fire Bone Broth | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1648 |
| Primitive Feast | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1743 |
| MAISON RIVIERE USA LLC | Beverages | North Hall Level 1 | N1819 |
| Parker's Real Maple | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2035 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Wild Zora Foods, LLC | Meat, Dairy and Cheese | North Hall Level 1 | N2210 |

| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--|--|--------------------|--------------|
| Maple Guild, The | Condiments, Sauces, Spices | North Hall Level 1 | N2213 |
| The Real Co. | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 1 | N2224 |
| Gradys Cold Brew | Beverages | North Hall Level 1 | N2245 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |

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Cultural Force: Cultural Awakening

Macro Force – The Erosion of Trust

With unprecedented access to information anytime and anywhere, the public can research brands more quickly, making public trust more important than ever. Many brands recognize this and are working to build and maintain trust through their business values and approach to sourcing, marketing and product formulation.

Trends

- **Label Reading Goes Beyond Moms**

More consumers are reading labels and going beyond the ingredient list, raising expectations while also presenting opportunities for differentiation.

- **Trust through Transparency**

With instant access to information comes an opportunity to open the door wide with a "we have nothing to hide" message.

- **Opportunity: The Verified Brand**

Brands with the right certifications from the right organizations have an instant advantage winning trust from consumers.

- **Opportunity: The Rehabilitation of Science**

Natural shoppers may shun GMOs and irradiated foods, but food science aimed at solving big problems may be easily accepted and trusted by shoppers concerned about the climate and the impact of industrial agriculture.

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|---------------------------------------|--|-------------|-------|
| Herbion Naturals | Herbs & Botanicals | Arena | 151 |
| Egg Innovations/Blue Sky Family Farms | Meat, Dairy and Cheese | Arena | 152 |
| UNREAL Brands | Desserts, Confections and Snacks | Arena | 164 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 194 |
| Japan Gold USA | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Arena Lobby | 251 |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Vega | Sport Nutrition & Weight Management | Hall A | 405 |
| Dr. Praeger's Sensible Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 453 |
| Little Northern Bakehouse | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 556 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 661 |
| Dandies Marshmallows | Desserts, Confections and Snacks | Hall A | 1029 |
| Kashi | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1415 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Health Matters America | Herbs & Botanicals | Hall B | 1757 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall B | 1931 |

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| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Hilary's Eat Well | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1982 |
| Pure Spoon | Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2320 |
| Plum Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2404 |
| Happy Family Brands | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2416 |
| Lafe's Natural BodyCare | Skin Care; Hair Care; Hygiene | Hall C | 2519 |
| Biokleen | Cleaning Products | Hall C | 2521 |
| TRUCE | Kitchen/Housewares/ Equipment | Hall C | 2585 |
| Naturepedic | Textiles/Clothing | Hall C | 2597 |
| Kiss My Face LLC | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2604 |
| Motherlove Herbal Company | Skin Care; Specialty Supplements | Hall C | 2628 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| Seventh Generation | Hygiene; Cleaning Products | Hall C | 2645 |
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Mrs. Meyer's Clean Day | Hygiene; Cleaning Products | Hall C | 2805 |
| Badger | Skin Care | Hall C | 2823 |
| Earth Mama Angel Baby | Herbs & Botanicals | Hall C | 2865 |
| Nourish Organic Skincare | Skin Care | Hall C | 3021 |
| Balanced Guru | Skin Care | Hall C | 3054 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| Host Defense Organic Mushrooms | Herbs & Botanicals | Hall D | 3783 |

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|---|--|--------|-------|
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Rainbow Light / Natural Vitality / Champion Performance | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4207 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4453 |
| Siddha Flower Essences | Herbs & Botanicals | Hall D | 4531 |
| Regular Girl® | Specialty Supplements | Hall D | 4570 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Zint Nutrition | Specialty Supplements | Hall D | 4682 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Hall D | 4878 |
| Kirkman Group, Inc. | Specialty Supplements | Hall D | 4887 |
| Miss Jones Baking Co. | Desserts, Confections and Snacks | Hall E | 5016 |
| Super Seedz | Desserts, Confections and Snacks | Hall E | 5061 |

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| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Firehook | Desserts, Confections and Snacks | Hall E | 5117 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| New England Herbal Foods LLC | Desserts, Confections and Snacks | Hall E | 5129 |
| Wholly Wholesome | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5158 |
| Sprout Nutrition | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5192 |
| Rise Bar | Desserts, Confections and Snacks | Hall E | 5215 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Country Archer Jerky | Meat, Dairy and Cheese | Hall E | 5292 |
| Souperb | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5369 |
| Simple Squares | Desserts, Confections and Snacks | Hall E | 5413 |
| KIND Snacks | Desserts, Confections and Snacks | Hall E | 5414 |
| Simply Gum | Desserts, Confections and Snacks | Hall E | 5429 |
| Veggie-Go's | Desserts, Confections and Snacks | Hall E | 5449 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Square Organics | Desserts, Confections and Snacks | Hall E | 5469 |
| Quinn Snacks | Desserts, Confections and Snacks | Hall E | 5477 |
| Feel Good Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5514 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Element Snacks | Desserts, Confections and Snacks | Hall E | 5621 |
| Nona Lim | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5631 |
| NURTURME | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5662 |
| Beech-Nut Nutrition | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5670 |
| RXBAR | Desserts, Confections and Snacks | Hall E | 5686 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| GoodPop | Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 5695 |
| Vital Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5723 |
| Argania Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 7305 |
| Frontier Snacks, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 7809 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Creative Snacks Co. | Desserts, Confections and Snacks | Level 300 Exhibits | 8104 |
| Three Trees | Beverages | Level 300 Exhibits | 8112 |
| Sunup Green Coffee | Beverages | Level 300 Exhibits | 8202 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| DRINKmaple | Beverages | Level 300 Exhibits | 8204 |
| Froozer | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8511 |
| Bilinski Sausage Co. | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8521 |

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| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| Oh Yes! Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8910 |
| Wayfare Inc. | Meat, Dairy and Cheese | Level 300 Exhibits | 9600 |
| Rare Hawaiian Honey Company | Condiments, Sauces, Spices | North Hall Level 2 | N111 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N201 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| MODe LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |
| Poof | Hygiene | North Hall Level 2 | N621 |
| ICONIC | Beverages | North Hall Level 2 | N748 |
| Once Upon a Farm | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N800 |
| Yummy Spoonfuls | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N807 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| Poo-Pourri | Aromatherapy/Essential Oils/Fragrances; Cleaning Products | North Hall Level 2 | N835 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| Matt's Cookie Company | Desserts, Confections and Snacks | North Hall Level 2 | N1009 |
| ORGANIC AMAZON LLC | Condiments, Sauces, Spices | North Hall Level 1 | N1235 |
| Brew Dr. Kombucha | Beverages | North Hall Level 1 | N1322 |

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | North Hall Level 1 | N1342 |
| Lemi Shine | Cleaning Products | North Hall Level 1 | N1401 |
| Three Jerks Jerky | Meat, Dairy and Cheese | North Hall Level 1 | N1412 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | North Hall Level 1 | N1645 |
| Uncle Dougie's | Condiments, Sauces, Spices | North Hall Level 1 | N1746 |
| Keep Healthy Inc. | Desserts, Confections and Snacks | North Hall Level 1 | N1932 |
| Red Duck Foods | Condiments, Sauces, Spices | North Hall Level 1 | N1938 |
| Parker's Real Maple | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2035 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Natural Sins | Desserts, Confections and Snacks | North Hall Level 1 | N2134 |
| Yai's Thai | Condiments, Sauces, Spices | North Hall Level 1 | N2139 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2219 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |
| Gradys Cold Brew | Beverages | North Hall Level 1 | N2245 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |

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| Trust through Transparency | Category | Hall | Booth |
|---------------------------------------|--|--------|-------|
| Atacora | Desserts, Confections and Snacks; Herbs & Botanicals | Arena | 107 |
| Hip Chick Farms, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 145 |
| Egg Innovations/Blue Sky Family Farms | Meat, Dairy and Cheese | Arena | 152 |
| Orca Bay Seafoods, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 360 |
| Vega | Sport Nutrition & Weight Management | Hall A | 405 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall A | 434 |
| Little Northern Bakehouse | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 556 |
| Castor & Pollux Pet Works | Pet Products | Hall A | 677 |
| Stone-Bohr Flour | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 688 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Kettle Brand | Desserts, Confections and Snacks | Hall A | 915 |
| Cedar's Foods | Condiments, Sauces, Spices | Hall A | 1050 |
| Crunchies Natural Food Company | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1525 |
| Honest Tea | Beverages | Hall B | 1637 |
| Shady Maple Farms | Condiments, Sauces, Spices | Hall B | 1736 |
| Organic Valley | Meat, Dairy and Cheese | Hall B | 1737 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |

| Trust through Transparency | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Alter Eco | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1962 |
| Chino Valley Ranchers | Meat, Dairy and Cheese | Hall B | 2004 |
| Madhava Natural Sweeteners | Condiments, Sauces, Spices | Hall B | 2047 |
| Om, Organic Mushroom Nutrition | Herbs & Botanicals | Hall B | 2067 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Uncle Matt's Organic, Inc. | Beverages | Hall C | 2109 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |
| Pines International, Inc. | Specialty Supplements; Herbs & Botanicals | Hall B | 2134 |
| Theo Chocolate | Desserts, Confections and Snacks | Hall C | 2204 |
| Pure Spoon | Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2320 |
| CHO America | Condiments, Sauces, Spices | Hall C | 2340 |
| Happy Family Brands | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2416 |
| Kiwa | Desserts, Confections and Snacks | Hall C | 2426 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| The Honey Pot Company | Hygiene | Hall C | 2481 |
| Bench & Field Pet Foods, LLC | Pet Products | Hall C | 2530 |
| Schmidt's Naturals | Skin Care; Oral Care | Hall C | 2580 |
| Naturepedic | Textiles/Clothing | Hall C | 2597 |
| Kiss My Face LLC | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2604 |

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| Trust through Transparency | Category | Hall | Booth |
|-------------------------------|---|--------|-------|
| Natracare | Hygiene | Hall C | 2617 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| Seventh Generation | Hygiene; Cleaning Products | Hall C | 2645 |
| Spinster Sisters, Inc. | Hygiene | Hall C | 2698 |
| Nature's Gate | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2713 |
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Organic Doctor | Skin Care | Hall C | 2821 |
| Earth Mama Angel Baby | Herbs & Botanicals | Hall C | 2865 |
| Green Toys Inc. | Kitchen/Housewares/Equipment | Hall C | 2871 |
| Weleda | Skin Care; Oral Care; Hygiene | Hall C | 2950 |
| RADIUS | Oral Care | Hall C | 3005 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall C | 3044 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall D | 3739 |
| Yerba Prima, Inc | Specialty Supplements | Hall D | 3743 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| Jarrow Formulas, Inc. | Specialty Supplements | Hall D | 3915 |
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Clean Machine | Sport Nutrition & Weight Management | Hall D | 3997 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |

| Trust through Transparency | Category | Hall | Booth |
|--|--|--------|-------|
| Nature's Way | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management; Condition Specific | Hall D | 4039 |
| Earthrise | Specialty Supplements | Hall D | 4063 |
| Herb Pharm | Herbs & Botanicals | Hall D | 4153 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| MRM | Vitamins & Minerals; Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4326 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| NaturaNectar | Herbs & Botanicals | Hall D | 4433 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4453 |
| Wiley's Finest LLC | Specialty Supplements | Hall D | 4578 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Zint Nutrition | Specialty Supplements | Hall D | 4682 |
| Hemp Fusion | Herbs & Botanicals | Hall D | 4765 |
| H-Factor | Beverages | Hall D | 4768 |
| Kirkman Group, Inc. | Specialty Supplements | Hall D | 4887 |
| Lost Coast Roast | Beverages | Hall E | 4900 |

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| Trust through Transparency | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5091 |
| Sprout Nutrition | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5192 |
| NATURAL NECTAR | Beverages | Hall E | 5415 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Square Organics | Desserts, Confections and Snacks | Hall E | 5469 |
| Quinn Snacks | Desserts, Confections and Snacks | Hall E | 5477 |
| Kuli Kuli | Sport Nutrition & Weight Management | Hall E | 5483 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 5527 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Cynara | Condiments, Sauces, Spices | Hall E | 5531 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Coffee Blenders | Beverages | Level 300 Exhibits | 7203 |
| 4Pure, Inc. | Beverages | Level 300 Exhibits | 7402 |
| Little Red Dot Kitchen, LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 7501 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| DRINKmaple | Beverages | Level 300 Exhibits | 8204 |
| Wild Selections | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8304 |

| Trust through Transparency | Category | Hall | Booth |
|---|--|--------------------|-------|
| Chia Corp | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8309 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Sol Simple, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8820 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| Brooklyn Brine Co. | Condiments, Sauces, Spices | Level 300 Exhibits | 9101 |
| Supah Stah Dark Chocolate Superfood Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 9200 |
| Juice Society | Beverages | Level 300 Exhibits | 9206 |
| Sweet Mama Mel's | Desserts, Confections and Snacks | North Hall Level 2 | N103 |
| Proud Source Water | Beverages | North Hall Level 2 | N141 |
| BioRepublic SkinCare | Skin Care | North Hall Level 2 | N143 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N201 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| Nature's Logic | Pet Products | North Hall Level 2 | N535 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Fishpeople | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N736 |
| Hnina INC. | Desserts, Confections and Snacks | North Hall Level 2 | N804 |
| Yummy Spoonfuls | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N807 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |

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| Trust through Transparency | Category | Hall | Booth |
|----------------------------|---|--------------------|-------|
| Flow Water | Beverages | North Hall Level 2 | N841 |
| Foodstirs | Desserts, Confections and Snacks | North Hall Level 2 | N852 |
| Grains of Health LLC | Desserts, Confections and Snacks | North Hall Level 2 | N853 |
| Rael, Inc. | Hygiene | North Hall Level 2 | N914 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| K'UL Foods LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1005 |
| Level Ground Trading | Beverages | North Hall Level 2 | N1007 |
| Wize Monkey | Beverages | North Hall Level 2 | N1022 |
| Goldthread LLC | Beverages | North Hall Level 2 | N1100 |
| UGLY by nature | Oral Care | North Hall Level 2 | N1105 |
| The Osso Good Co | Beverages; Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N1146 |
| Verlasso Salmon | Meat, Dairy and Cheese | North Hall Level 1 | N1300 |
| Obrigado | Beverages | North Hall Level 1 | N1304 |
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | North Hall Level 1 | N1342 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Smashmallow | Desserts, Confections and Snacks | North Hall Level 1 | N1635 |
| Salty Girl Seafood, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1643 |
| Uncle Dougie's | Condiments, Sauces, Spices | North Hall Level 1 | N1746 |

| Trust through Transparency | Category | Hall | Booth |
|------------------------------------|--|--------------------|-------|
| nügg | Skin Care | North Hall Level 1 | N1800 |
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| Cafe Kreyol, LLC | Beverages | North Hall Level 1 | N1943 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Maple Guild, The | Condiments, Sauces, Spices | North Hall Level 1 | N2213 |
| The Real Co. | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 1 | N2224 |
| Kettle Cuisine | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2246 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Opportunity: The Verified Brand | Category | Hall | Booth |
| Atacora | Desserts, Confections and Snacks; Herbs & Botanicals | Arena | 107 |
| Lorissa's Kitchen | Meat, Dairy and Cheese | Arena | 124 |
| Sweetaly Dolceria | Desserts, Confections and Snacks | Arena | 141 |
| MODERN OATS | Shelf Stable: Meals, Soups, Apps and Sides | Arena | 161 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 194 |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Dr. Praeger's Sensible Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 453 |
| WhiteWave Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall A | 513 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 661 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|------------------------------------|--|--------|-------|
| Castor & Pollux Pet Works | Pet Products | Hall A | 677 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall A | 770 |
| Justin's | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall A | 777 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Season Brand | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 1041 |
| Cedar's Foods | Condiments, Sauces, Spices | Hall A | 1050 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Nana's Cookie Co. | Desserts, Confections and Snacks | Hall B | 1529 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Health Matters America | Herbs & Botanicals | Hall B | 1757 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1779 |
| Earth Circle Organics | Herbs & Botanicals | Hall B | 1878 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall B | 1931 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Organic India USA | Beverages | Hall B | 1971 |
| Hilary's Eat Well | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1982 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|------------------------------------|--|--------|-------|
| Chino Valley Ranchers | Meat, Dairy and Cheese | Hall B | 2004 |
| Artisana Foods | Condiments, Sauces, Spices | Hall B | 2012 |
| International Harvest, Inc | Desserts, Confections and Snacks | Hall B | 2020 |
| Madhava Natural Sweeteners | Condiments, Sauces, Spices | Hall B | 2047 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| DeeBee's Organics | Desserts, Confections and Snacks | Hall B | 2132 |
| Pines International, Inc. | Specialty Supplements; Herbs & Botanicals | Hall B | 2134 |
| RUNA | Beverages | Hall C | 2206 |
| Chocolate Stella | Desserts, Confections and Snacks | Hall C | 2236 |
| Vixen Kitchen | Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2321 |
| Plum Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2404 |
| MadeGood Foods | Desserts, Confections and Snacks | Hall C | 2412 |
| Wellements | Specialty Supplements | Hall C | 2417 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| Bare Republic | Makeup | Hall C | 2461 |
| Desert Essence | Hair Care | Hall C | 2535 |
| ORGAID | Skin Care | Hall C | 2588 |
| Naturepedic | Textiles/Clothing | Hall C | 2597 |
| Motherlove Herbal Company | Skin Care; Specialty Supplements | Hall C | 2628 |
| FATCO | Skin Care | Hall C | 2676 |
| kin+kind | Pet Products | Hall C | 2679 |

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Natural Products Expo West 2018

| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|--|--------|-------|
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| Radico Organic Hair Color | Hair Care | Hall C | 2782 |
| Mrs. Meyer's Clean Day | Hygiene; Cleaning Products | Hall C | 2805 |
| Badger | Skin Care | Hall C | 2823 |
| Earth Mama Angel Baby | Herbs & Botanicals | Hall C | 2865 |
| Alteya Organics | Skin Care | Hall C | 2868 |
| Nourish Organic Skincare | Skin Care | Hall C | 3021 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall C | 3044 |
| Balanced Guru | Skin Care | Hall C | 3054 |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| Host Defense Organic Mushrooms | Herbs & Botanicals | Hall D | 3783 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Nature's Way | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management; Condition Specific | Hall D | 4039 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|---|--------|-------|
| Rainbow Light / Natural Vitality / Champion Performance | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4207 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| MRM | Vitamins & Minerals; Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4326 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4453 |
| Zint Nutrition | Specialty Supplements | Hall D | 4682 |
| H-Factor | Beverages | Hall D | 4768 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 4962 |
| SuperEats | Desserts, Confections and Snacks | Hall E | 5052 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5062 |
| HimalaSalt | Condiments, Sauces, Spices | Hall E | 5071 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| NuttZo | Condiments, Sauces, Spices | Hall E | 5163 |
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 5206 |
| Nature's Path Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5258 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|--------------------------------------|--|--------|-------|
| Qrunch Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5287 |
| ThreeWorks Snacks | Desserts, Confections and Snacks | Hall E | 5318 |
| Fruigees Organic Fruit Snacks | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5389 |
| NadaMoo | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5391 |
| Simple Squares | Desserts, Confections and Snacks | Hall E | 5413 |
| NATURAL NECTAR | Beverages | Hall E | 5415 |
| Republic of Tea, The | Beverages | Hall E | 5482 |
| Blue Moose of Boulder | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5501 |
| ARCTIC ZERO Fit Frozen Desserts | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5517 |
| Counter Culture Coffee | Beverages | Hall E | 5545 |
| Davidsons Tea, Herbs, Cocoa & Spices | Beverages | Hall E | 5547 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| Thunderbird Energetica | Desserts, Confections and Snacks | Hall E | 5645 |
| NURTURME | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5662 |
| Zema's Madhouse Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5680 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| Vital Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5723 |
| Munk Pack | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5753 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|------------------------------------|--|--------------------|-------|
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Coracao Chocolate | Desserts, Confections and Snacks | Level 300 Exhibits | 7307 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Little Red Dot Kitchen, LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 7501 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Partake Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7924 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |
| Creative Snacks Co. | Desserts, Confections and Snacks | Level 300 Exhibits | 8104 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| Nutraw Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 300 Exhibits | 8508 |
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| TROPICAL SUNSHINE PRODUCTS | Beverages | Level 300 Exhibits | 8703 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| H2rOse, LLC | Beverages | Level 300 Exhibits | 8810 |
| Get Bizzy inc | Beverages | Level 300 Exhibits | 8816 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| The Real Coconut Products Co., LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 9102 |
| VitaThinQ, Inc. | Condition Specific | Level 300 Exhibits | 9209 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|--|--------------------|-------|
| TeaRIOT | Beverages | Level 300 Exhibits | 9307 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Wayfare Inc. | Meat, Dairy and Cheese | Level 300 Exhibits | 9600 |
| Pic's Peanut Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 9610 |
| Montana Mex | Condiments, Sauces, Spices | North Hall Level 2 | N113 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| Bambu | Kitchen/Housewares/ Equipment | North Hall Level 2 | N218 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| Handsome Brook Farm - Pasture Raised Eggs | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N331 |
| Trueway International P L | Oral Care | North Hall Level 2 | N347 |
| OHi Food Co. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N406 |
| Makes 3 Organics | Skin Care | North Hall Level 2 | N407 |
| Paleo Powder Seasoning LLC | Condiments, Sauces, Spices | North Hall Level 2 | N428 |
| Healing Solutions, 100% Pure Essential Oils | Aromatherapy/Essential Oils/Fragrances | North Hall Level 2 | N432 |
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| The Miso Brothers, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N500 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|------------------------------------|--|--------------------|-------|
| Oriya Organics | Sport Nutrition & Weight Management | North Hall Level 2 | N509 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| Amara Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N540 |
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | North Hall Level 2 | N600 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Binnie's Coconut Butter | Desserts, Confections and Snacks | North Hall Level 2 | N634 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Waterloo Sparkling Water | Beverages | North Hall Level 2 | N641 |
| Kalena Sparkling Coconut Water | Beverages | North Hall Level 2 | N731 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| Runamok Maple | Condiments, Sauces, Spices | North Hall Level 2 | N745 |
| Once Upon a Farm | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N800 |
| Hnina INC. | Desserts, Confections and Snacks | North Hall Level 2 | N804 |
| Tisane Alkaline Teas | Beverages | North Hall Level 2 | N805 |
| Yummy Spoonfuls | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N807 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| KOE - Kombucha Organic Energy | Beverages | North Hall Level 2 | N821 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|--|--------------------|-------|
| Foodstirs | Desserts, Confections and Snacks | North Hall Level 2 | N852 |
| Grains of Health LLC | Desserts, Confections and Snacks | North Hall Level 2 | N853 |
| Rael, Inc. | Hygiene | North Hall Level 2 | N914 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| GoAvo | Condiments, Sauces, Spices | North Hall Level 2 | N943 |
| Level Ground Trading | Beverages | North Hall Level 2 | N1007 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| UGLY by nature | Oral Care | North Hall Level 2 | N1105 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Jus Lab | Beverages | North Hall Level 2 | N1116 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Betsy's Best Gourmet Nut and Seed Butters | Desserts, Confections and Snacks | North Hall Level 1 | N1301 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| B-Tea Beverage, LLC | Beverages | North Hall Level 1 | N1347 |
| Primal Kitchen | Condiments, Sauces, Spices | North Hall Level 1 | N1406 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| La Abuela Carmen | Condiments, Sauces, Spices | North Hall Level 1 | N1504 |
| Bioterraneo | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1504 |
| Genuine Coconut | Beverages | North Hall Level 1 | N1505 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|------------------------------------|---|--------------------|-------|
| BetterBody Foods & Nutrition | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 1 | N1605 |
| Good Bean Inc, The | Desserts, Confections and Snacks | North Hall Level 1 | N1614 |
| Everland Foods | Condiments, Sauces, Spices | North Hall Level 1 | N1619 |
| Wholesome Goodness | Desserts, Confections and Snacks | North Hall Level 1 | N1623 |
| Prana | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 1 | N1742 |
| Bgreen Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1745 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| Homemade Harvey | Desserts, Confections and Snacks | North Hall Level 1 | N1908 |
| Maker Overnight Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1910 |
| Keep Healthy Inc. | Desserts, Confections and Snacks | North Hall Level 1 | N1932 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Zellee Organic | Desserts, Confections and Snacks | North Hall Level 1 | N2118 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2219 |
| Blue Green Organics - Good Farms | Desserts, Confections and Snacks | North Hall Level 1 | N2231 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Earth to Kids, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2244 |
| Grillo's Pickles, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2305 |

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| Opportunity: The Rehabilitation of Science | Category | Hall | Booth |
|---|--|--------------------|--------------|
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Aquavert | Cleaning Products | Hall C | 2484 |
| ORGAID | Skin Care | Hall C | 2588 |
| Clean Machine | Sport Nutrition & Weight Management | Hall D | 3997 |
| Earthrise | Specialty Supplements | Hall D | 4063 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| ILHWA NA | Herbs & Botanicals | Hall D | 4313 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4438 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Probulin | Specialty Supplements | Hall D | 4769 |
| Wedderspoon Organic USA | Desserts, Confections and Snacks | Hall E | 5323 |
| BrainJuice | Beverages | North Hall Level 2 | N811 |

Cultural Force: Cultural Awakening

Macro Force – Beyond Nutrition

Beyond basic nutrition, consumers are turning to foods to help them feel their best. No longer can nutrition be written off as a young science. Research, experts, and the market support nutrition as a pillar of wellness. The number of nutrition science studies has more than quadrupled in the past 15 years, with the majority showing positive results for the interventions and ingredients being evaluated.

Trends

- **Tribal Influence**

Consumers drive the food revolution forward. Brands that cater to influential food tribes will help pave the new road.

- **Food as Medicine**

Crummy diets nurture crummy lives. As we continue to trace incidence of premature death and chronic disease back to what we eat, a growing number of consumers have committed to prioritizing good food as their first source for healing and prevention.

- **Microbiome**

You know how the world changed when the human genome was mapped 15 years ago? Just wait till the microbiome is mapped.

- **Opportunity: Protein Redefined**

For next-gen protein products, the emphasis is now on quality and personalized options over protein quantity.

| Tribal Influence | Category | Hall | Booth |
|------------------------------------|--|-------------|-------|
| 22 Days Nutrition | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Arena | 110 |
| Raw Food Central | Shelf Stable: Meals, Soups, Apps and Sides | Arena | 117 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 194 |
| Premium Gold Flax Products, Inc. | Desserts, Confections and Snacks | Arena Lobby | 249 |
| Betty Lou's Inc. | Desserts, Confections and Snacks | Hall A | 361 |
| Flax4Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 379 |
| Vega | Sport Nutrition & Weight Management | Hall A | 405 |
| Lightlife Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 445 |
| Vegetarian Plus Myrtle Greens | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 490 |
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall A | 565 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall A | 588 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 661 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 690 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall A | 770 |
| Bob's Red Mill Natural Foods, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 830 |
| Sunfood Superfoods | Herbs & Botanicals | Hall A | 855 |
| San-J International Inc. | Condiments, Sauces, Spices | Hall A | 904 |

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| Tribal Influence | Category | Hall | Booth |
|---------------------------|--|--------|-------|
| Pamela's Products | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 909 |
| Olivia's Crouton Co. Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 953 |
| Dandies Marshmallows | Desserts, Confections and Snacks | Hall A | 1029 |
| Raw Rev | Desserts, Confections and Snacks | Hall A | 1055 |
| The Tofurky Company | Meat, Dairy and Cheese | Hall A | 1076 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall A | 1105 |
| Gourmet Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 1115 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Attune Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1413 |
| Boulder Brands USA, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1437 |
| Panos Brands | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall B | 1453 |
| PJ's Organics | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1476 |
| Food for Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1605 |
| Edward & Sons Trading Co. | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1612 |
| Kinnikinnick Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1629 |
| Happy Snacks | Desserts, Confections and Snacks | Hall B | 1661 |
| Violife | Meat, Dairy and Cheese | Hall B | 1694 |
| Earth Circle Organics | Herbs & Botanicals | Hall B | 1878 |

| Tribal Influence | Category | Hall | Booth |
|-----------------------------|--|--------|-------|
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Sunwarrior | Beverages | Hall B | 1965 |
| Miyoko's Kitchen | Meat, Dairy and Cheese | Hall B | 1990 |
| Artisana Foods | Condiments, Sauces, Spices | Hall B | 2012 |
| Tofutown North America Inc. | Condiments, Sauces, Spices | Hall B | 2092 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| Explore Cuisine | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 2178 |
| Vixen Kitchen | Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2321 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| Emani Vegan Cosmetics | Makeup | Hall C | 2478 |
| Juniper Ridge | Skin Care; Aromatherapy/Essential Oils/Fragrances | Hall C | 2489 |
| FATCO | Skin Care | Hall C | 2676 |
| ZATIK | Skin Care; Hair Care | Hall C | 2789 |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| ManukaGuard | Specialty Supplements | Hall D | 3885 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4089 |
| North American Herb & Spice | Herbs & Botanicals | Hall D | 4113 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |

| Tribal Influence | Category | Hall | Booth |
|--------------------------|--|--------|-------|
| Herbaland Naturals Inc | Vitamins & Minerals; Specialty Supplements | Hall D | 4191 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| Ancient Nutrition | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4575 |
| Organika Health Products | Sport Nutrition & Weight Management | Hall D | 4666 |
| NutraBio Labs Inc | Sport Nutrition & Weight Management | Hall D | 4673 |
| Zint Nutrition | Specialty Supplements | Hall D | 4682 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Cappello's | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4939 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 4962 |
| Four Sigmatic | Beverages; Herbs & Botanicals | Hall E | 4994 |
| Nu Life Market LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5035 |
| Soul Sprout | Desserts, Confections and Snacks | Hall E | 5044 |
| Emmy's Organics, inc | Desserts, Confections and Snacks | Hall E | 5065 |
| Brazi Bites | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5097 |
| Sue's Organics | Condiments, Sauces, Spices | Hall E | 5100 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| Cucina & Amore | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5124 |
| Beanfields Snacks | Desserts, Confections and Snacks | Hall E | 5140 |

| Tribal Influence | Category | Hall | Booth |
|----------------------------------|--|--------|-------|
| The New Primal | Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall E | 5162 |
| Raised Gluten Free | Desserts, Confections and Snacks | Hall E | 5201 |
| WrawP foods LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5203 |
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 5206 |
| Farmers Land Food GmbH | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5232 |
| Banza | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5272 |
| SmashPack | Desserts, Confections and Snacks | Hall E | 5275 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall E | 5344 |
| Eat Real Snacks | Desserts, Confections and Snacks | Hall E | 5351 |
| ACURE | Skin Care; Hair Care | Hall E | 5353 |
| Harbor Creek Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5358 |
| Beyond Meat | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5386 |
| Simple Squares | Desserts, Confections and Snacks | Hall E | 5413 |
| Hail Merry | Desserts, Confections and Snacks | Hall E | 5466 |
| Mikey's | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5485 |
| NUCO/PSource International, Inc. | Condiments, Sauces, Spices | Hall E | 5495 |
| Feel Good Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5514 |
| Seth Ellis Chocolatier | Desserts, Confections and Snacks | Hall E | 5538 |

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| Tribal Influence | Category | Hall | Booth |
|------------------------------|--|--------------------|-------|
| Steuben Foods | Beverages | Hall E | 5550 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| Exo, Inc | Desserts, Confections and Snacks | Hall E | 5619 |
| Thunderbird Energetica | Desserts, Confections and Snacks | Hall E | 5645 |
| Viki's granola | Desserts, Confections and Snacks | Hall E | 5781 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 300 Exhibits | 7202 |
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Calif' flour Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 7205 |
| Coracao Chocolate | Desserts, Confections and Snacks | Level 300 Exhibits | 7307 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Because Cookie Dough | Desserts, Confections and Snacks | Level 300 Exhibits | 7823 |
| Partake Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7924 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |
| Sunup Green Coffee | Beverages | Level 300 Exhibits | 8202 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| Sustainable Indulgence, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8422 |

| Tribal Influence | Category | Hall | Booth |
|------------------------------------|--|--------------------|-------|
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| IMMORDL | Beverages | Level 300 Exhibits | 8617 |
| TROPICAL SUNSHINE PRODUCTS | Beverages | Level 300 Exhibits | 8703 |
| No Cow | Desserts, Confections and Snacks | Level 300 Exhibits | 8708 |
| Cup4Cup, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8805 |
| Toom Dips | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8814 |
| Fodmapped USA | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8913 |
| Ecozone Ltd | Cleaning Products | Level 300 Exhibits | 8925 |
| Hu Kitchen | Desserts, Confections and Snacks | Level 300 Exhibits | 8927 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| The Real Coconut Products Co., LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 9102 |
| Juice Society | Beverages | Level 300 Exhibits | 9206 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 9305 |
| Base Culture | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 300 Exhibits | 9311 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Wayfare Inc. | Meat, Dairy and Cheese | Level 300 Exhibits | 9600 |
| Sweet Mama Mel's | Desserts, Confections and Snacks | North Hall Level 2 | N103 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |

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| Tribal Influence | Category | Hall | Booth |
|----------------------------|--|--------------------|-------|
| Brothee LLC | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N221 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| OHi Food Co. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N406 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| Gluten Free Nation | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 2 | N416 |
| Paleo Powder Seasoning LLC | Condiments, Sauces, Spices | North Hall Level 2 | N428 |
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| The Miso Brothers, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N500 |
| Kitchun Grainfree Food Co. | Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | North Hall Level 2 | N503 |
| Oriya Organics | Sport Nutrition & Weight Management | North Hall Level 2 | N509 |
| Paleo Passion Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 2 | N519 |
| MODe LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | North Hall Level 2 | N600 |
| VeganBurger | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N607 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |

| Tribal Influence | Category | Hall | Booth |
|--|--|--------------------|-------|
| Binnie's Coconut Butter | Desserts, Confections and Snacks | North Hall Level 2 | N634 |
| Belle and Bella | Meat, Dairy and Cheese | North Hall Level 2 | N700 |
| Grandcestors | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N703 |
| Sunshine Burger & Specialty Food Company LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N744 |
| Otto's Naturals | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N842 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |
| Abe's Vegan Muffins | Desserts, Confections and Snacks | North Hall Level 2 | N926 |
| GoAvo | Condiments, Sauces, Spices | North Hall Level 2 | N943 |
| Leaf Cuisine, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N1002 |
| EVIVA | Beverages | North Hall Level 2 | N1013 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| Justine's Limited | Desserts, Confections and Snacks | North Hall Level 2 | N1103 |
| UGLY by nature | Oral Care | North Hall Level 2 | N1105 |
| Organic Living Superfoods, LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1106 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| The Osso Good Co | Beverages; Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N1146 |
| Cracked Nut Butter | Desserts, Confections and Snacks | North Hall Level 1 | N1213 |
| Sorbabes Inc. | Desserts, Confections and Snacks | North Hall Level 1 | N1231 |

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| Tribal Influence | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Berri Pro | Beverages | North Hall Level 1 | N1302 |
| Bubba's Fine Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1314 |
| Bakeology | Desserts, Confections and Snacks | North Hall Level 1 | N1317 |
| Bacon's Heir | Meat, Dairy and Cheese | North Hall Level 1 | N1320 |
| Brew Dr. Kombucha | Beverages | North Hall Level 1 | N1322 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1334 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Primal Kitchen | Condiments, Sauces, Spices | North Hall Level 1 | N1406 |
| Siete Family Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1407 |
| RawFoodz | Meat, Dairy and Cheese | North Hall Level 1 | N1431 |
| Good Seed | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1432 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| Gratify | Desserts, Confections and Snacks | North Hall Level 1 | N1547 |
| Nobull Burger | Meat, Dairy and Cheese | North Hall Level 1 | N1606 |
| Cave Shake | Beverages | North Hall Level 1 | N1640 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | North Hall Level 1 | N1645 |
| Prana | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 1 | N1742 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |

| Tribal Influence | Category | Hall | Booth |
|-----------------------------|---|--------------------|-------|
| Cleveland Kraut | Condiments, Sauces, Spices | North Hall Level 1 | N1936 |
| Frusano GmbH | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N1937 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Caveman Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N2029 |
| Paleo Prime Cookies | Desserts, Confections and Snacks | North Hall Level 1 | N2041 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| GF Harvest LLC/ Canyon Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2104 |
| Julian Bakery | Sport Nutrition & Weight Management | North Hall Level 1 | N2117 |
| Yai's Thai | Condiments, Sauces, Spices | North Hall Level 1 | N2139 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |
| You Are Loved Foods | Desserts, Confections and Snacks | North Hall Level 1 | N2324 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Food as Medicine | Category | Hall | Booth |
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 120 |
| Flax4Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 379 |
| Yakult USA | Beverages; Meat, Dairy and Cheese | Hall A | 482 |

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| Food as Medicine | Category | Hall | Booth |
|---------------------------------|--|--------|-------|
| Zest Tea | Beverages | Hall A | 495 |
| iQ Juice | Beverages | Hall A | 594 |
| Yogi Tea | Beverages | Hall A | 761 |
| Sunfood Superfoods | Herbs & Botanicals | Hall A | 855 |
| Miracle Noodle | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 1088 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| Health Matters America | Herbs & Botanicals | Hall B | 1757 |
| Bonafide Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1793 |
| Teecino | Beverages | Hall B | 1956 |
| Dr. In The Kitchen LLC | Desserts, Confections and Snacks | Hall B | 1972 |
| Herbs America | Herbs & Botanicals | Hall B | 2053 |
| Wildly Organic | Condiments, Sauces, Spices | Hall B | 2094 |
| SoTru | Beverages | Hall B | 2183 |
| Urban Moonshine | Beverages | Hall C | 2212 |
| HempsGood LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall C | 2499A |
| Hikari Miso International, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2221 |
| Selina Naturally | Condiments, Sauces, Spices | Hall C | 2724 |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall D | 3739 |
| Yerba Prima, Inc | Specialty Supplements | Hall D | 3743 |

| Food as Medicine | Category | Hall | Booth |
|-----------------------------|--|--------|-------|
| ManukaGuard | Specialty Supplements | Hall D | 3885 |
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| youtheory | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3957 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| North American Herb & Spice | Herbs & Botanicals | Hall D | 4113 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Almased USA, Inc. | Sport Nutrition & Weight Management | Hall D | 4179 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Sun Chlorella USA | Shelf Stable: Meals, Soups, Apps and Sides | Hall D | 4356 |
| NaturaNectar | Herbs & Botanicals | Hall D | 4433 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Soul Sprout | Desserts, Confections and Snacks | Hall E | 5044 |
| Organic Gemini Tigernuts | Desserts, Confections and Snacks | Hall E | 5053 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5062 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| Dahlicious, LLC | Meat, Dairy and Cheese | Hall E | 5169 |
| WrawP foods LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5203 |

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| Food as Medicine | Category | Hall | Booth |
|--------------------------------------|--|--------------------|-------|
| Love Beets | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5247 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Temple Turmeric | Beverages | Hall E | 5284 |
| Chosen Foods, LLC | Condiments, Sauces, Spices | Hall E | 5361 |
| Honeydrop Beverages | Beverages | Hall E | 5366 |
| FODY Food Co. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5436 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Kuli Kuli | Sport Nutrition & Weight Management | Hall E | 5483 |
| Davidsons Tea, Herbs, Cocoa & Spices | Beverages | Hall E | 5547 |
| Evo Hemp | Desserts, Confections and Snacks | Hall E | 5628 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| The Coconut Cult | Meat, Dairy and Cheese | Level 300 Exhibits | 7105 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Coffee Blenders | Beverages | Level 300 Exhibits | 7203 |
| Tart Beverages, Inc. | Beverages | Level 300 Exhibits | 7207 |
| Argania Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 7305 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Virgin Raw Foods, LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7813 |
| Yoot Tea | Beverages | Level 300 Exhibits | 7822 |
| Solti Beverages | Beverages | Level 300 Exhibits | 8010 |

| Food as Medicine | Category | Hall | Booth |
|---|---|--------------------|-------|
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| Safie Specialty Foods Company Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8219 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 300 Exhibits | 8305 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| Teaonic | Beverages | Level 300 Exhibits | 8515 |
| IMMORDL | Beverages | Level 300 Exhibits | 8617 |
| Cansi US Inc. | Beverages | Level 300 Exhibits | 8917 |
| Supah Stah Dark Chocolate Superfood Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 9200 |
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| Juice Society | Beverages | Level 300 Exhibits | 9206 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 9305 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Seawater Food & Beverage | Beverages; Condiments, Sauces, Spices; Vitamins & Minerals | North Hall Level 2 | N216 |
| Brothee LLC | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N221 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| MODE LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Sana Hemp Juice | Beverages | North Hall Level 2 | N604 |

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| Food as Medicine | Category | Hall | Booth |
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| Binnie's Coconut Butter | Desserts, Confections and Snacks | North Hall Level 2 | N634 |
| BrainJuice | Beverages | North Hall Level 2 | N811 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |
| Mr. Mak's | Beverages | North Hall Level 2 | N1008 |
| EVIVA | Beverages | North Hall Level 2 | N1013 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| Goldthread LLC | Beverages | North Hall Level 2 | N1100 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| Jus Lab | Beverages | North Hall Level 2 | N1116 |
| ORGANIC AMAZON LLC | Condiments, Sauces, Spices | North Hall Level 1 | N1235 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| B-Tea Beverage, LLC | Beverages | North Hall Level 1 | N1347 |
| Improper Goods, LLC | Beverages | North Hall Level 1 | N1430 |
| Juice Served Here | Beverages | North Hall Level 1 | N1437 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| Genuine Coconut | Beverages | North Hall Level 1 | N1505 |
| Kor Shots | Beverages | North Hall Level 1 | N1528 |
| Kettle & Fire Bone Broth | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1648 |
| Hawaiian Ola | Beverages | North Hall Level 1 | N1833 |
| The Great GORP Project Inc. | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 1 | N1900 |

| Food as Medicine | Category | Hall | Booth |
|----------------------------------|--|--------------------|-------|
| Maker Overnight Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1910 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Crio Bru | Beverages | North Hall Level 1 | N2124 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Microbiome | Category | Hall | Booth |
| Earnest Eats | Shelf Stable: Meals, Soups, Apps and Sides | Arena Lobby | 230 |
| GoodBelly by NextFoods | Beverages | Hall A | 350 |
| Betty Lou's Inc. | Desserts, Confections and Snacks | Hall A | 361 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall A | 434 |
| Yakult USA | Beverages; Meat, Dairy and Cheese | Hall A | 482 |
| Chobani | Meat, Dairy and Cheese | Hall A | 549 |
| Morinaga Nutritional Foods, Inc. | Meat, Dairy and Cheese | Hall A | 571 |
| NuGo Nutrition | Desserts, Confections and Snacks | Hall A | 980 |
| Miracle Noodle | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 1088 |
| Lifeway Foods, Inc. | Meat, Dairy and Cheese | Hall B | 1305 |
| Attune Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1413 |

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| Microbiome | Category | Hall | Booth |
|---------------------------------------|--|--------|-------|
| Nancy's Yogurt / Springfield Creamery | Meat, Dairy and Cheese | Hall B | 1621 |
| Redwood Hill Farm & Creamery | Meat, Dairy and Cheese | Hall B | 1657 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1779 |
| Teecino | Beverages | Hall B | 1956 |
| Sunwarrior | Beverages | Hall B | 1965 |
| Living Intentions | Desserts, Confections and Snacks | Hall B | 1975 |
| TruVibe Organics | Beverages | Hall B | 2071 |
| MELT | Meat, Dairy and Cheese | Hall B | 2080 |
| Aura Cacia | Aromatherapy/Essential Oils/Fragrances | Hall C | 2833B |
| Uncle Matt's Organic, Inc. | Beverages | Hall C | 2109 |
| Suja Juice | Beverages | Hall C | 2209 |
| Clover Sonoma | Meat, Dairy and Cheese | Hall C | 2238 |
| Wellements | Specialty Supplements | Hall C | 2417 |
| ORGAID | Skin Care | Hall C | 2588 |
| Nutraceutical International | Condition Specific | Hall C | 2737 |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| Yerba Prima, Inc | Specialty Supplements | Hall D | 3743 |
| Jarrow Formulas, Inc. | Specialty Supplements | Hall D | 3915 |
| Reliance Vitamin | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4131 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |

| Microbiome | Category | Hall | Booth |
|---|--|--------|-------|
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Protexin | Specialty Supplements | Hall D | 4300 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Probiom What's in your Gut? | Specialty Supplements | Hall D | 4376 |
| Bio-K+ USA Inc. | Specialty Supplements | Hall D | 4467 |
| LoveBug Probiotics | Specialty Supplements | Hall D | 4486 |
| Regular Girl® | Specialty Supplements | Hall D | 4570 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Dr. Mercola Premium Products | Pet Products | Hall D | 4661 |
| Organika Health Products | Sport Nutrition & Weight Management | Hall D | 4666 |
| Hemp Fusion | Herbs & Botanicals | Hall D | 4765 |
| Probulin | Specialty Supplements | Hall D | 4769 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Hall D | 4878 |
| Cultures for Health | Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 4916 |
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4918 |
| Karma Wellness Water | Beverages | Hall E | 5045 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5062 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Hall E | 5070 |
| Lucky Foods, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5132 |
| EJZ Foods, Inc/Evolve Kefir/ ZenSoy | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5147 |

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| Microbiome | Category | Hall | Booth |
|---|--|--------------------|-------|
| Dahlicious, LLC | Meat, Dairy and Cheese | Hall E | 5169 |
| Genuine Health Co. Ltd. | Sport Nutrition & Weight Management | Hall E | 5188 |
| Little Duck Organics & Brad's Raw Foods | Desserts, Confections and Snacks | Hall E | 5205 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall E | 5344 |
| GoLive Probiotic & Prebiotic Products | Beverages | Hall E | 5368 |
| Good Karma Foods, Inc. | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5376 |
| Buddha Brands Co. | Desserts, Confections and Snacks | Hall E | 5463 |
| WildBrine | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5478 |
| Foxy's Thoughtful Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5489 |
| Daily Greens | Beverages | Hall E | 5533 |
| Mother-In-Law's Kimchi | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall E | 5555 |
| Zen Monkey | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5773 |
| The Coconut Cult | Meat, Dairy and Cheese | Level 300 Exhibits | 7105 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Tart Beverages, Inc. | Beverages | Level 300 Exhibits | 7207 |
| Sosi's Healthy Pleasures LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 8105 |
| Vive Organic | Beverages | Level 300 Exhibits | 8116 |
| Sinto Gourmet LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8220 |
| Ecovinal Probiotic Vinegars | Condiments, Sauces, Spices | Level 300 Exhibits | 8317 |

| Microbiome | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| Organic Pastures Dairy | Meat, Dairy and Cheese | Level 300 Exhibits | 8622 |
| Pickled Planet LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8818 |
| Slingshot Foods | Meat, Dairy and Cheese | Level 300 Exhibits | 8920 |
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| Sherpa Power Tea | Beverages | North Hall Level 2 | N530 |
| Pronutz | Desserts, Confections and Snacks | North Hall Level 2 | N603 |
| Fidobiotics, LC | Pet Products | North Hall Level 2 | N630 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Belle and Bella | Meat, Dairy and Cheese | North Hall Level 2 | N700 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| KOE - Kombucha Organic Energy | Beverages | North Hall Level 2 | N821 |
| MSPrebiotics Inc. | Specialty Supplements | North Hall Level 2 | N1018 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| Pervida Inc | Beverages | North Hall Level 1 | N1247 |
| Brew Dr. Kombucha | Beverages | North Hall Level 1 | N1322 |
| B-Tea Beverage, LLC | Beverages | North Hall Level 1 | N1347 |
| Ora Organic | Beverages | North Hall Level 1 | N1442 |
| Atrantil | Specialty Supplements | North Hall Level 1 | N1934 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |

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| Microbiome | Category | Hall | Booth |
|-----------------------------------|--|--------------------|-------|
| Harvest Soul Organic Juices | Beverages | North Hall Level 1 | N2004 |
| CO YO | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2028 |
| simplyFUEL | Desserts, Confections and Snacks | North Hall Level 1 | N2042 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Opportunity: Protein Redefined | Category | Hall | Booth |
| 22 Days Nutrition | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Arena | 110 |
| ENLIGHTENED | Desserts, Confections and Snacks | Arena | 195 |
| Earnest Eats | Shelf Stable: Meals, Soups, Apps and Sides | Arena Lobby | 230 |
| Vega | Sport Nutrition & Weight Management | Hall A | 405 |
| Bolthouse Farms | Beverages | Hall A | 676 |
| Castor & Pollux Pet Works | Pet Products | Hall A | 677 |
| Manitoba Harvest Hemp Foods | Specialty Supplements | Hall A | 765 |
| Snapz USA, Inc. | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall A | 819 |
| thinkThin LLC | Desserts, Confections and Snacks | Hall A | 945 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Best Bar Ever | Desserts, Confections and Snacks | Hall B | 1618 |
| ROOTED FOOD CO. LTD | Desserts, Confections and Snacks | Hall B | 1692 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|---|--|--------|-------|
| Essential Living Foods | Beverages | Hall B | 1782 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall B | 1931 |
| Sunwarrior | Beverages | Hall B | 1965 |
| Explore Cuisine | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 2178 |
| Iovate Health Sciences International Inc. | Beverages | Hall C | 2343 |
| HempsGood LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall C | 2499A |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| RAWFUSION | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | Hall D | 3996 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4089 |
| Divine Health Wellness Center | Sport Nutrition & Weight Management | Hall D | 4090 |
| Reliance Vitamin | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4131 |
| Growing Naturals | Sport Nutrition & Weight Management | Hall D | 4371 |
| Ancient Nutrition | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4575 |
| Nuzest USA | Sport Nutrition & Weight Management | Hall D | 4584 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|---|--------|-------|
| Nutrasumma | Sport Nutrition & Weight Management | Hall D | 4586 |
| humanN | Sport Nutrition & Weight Management | Hall D | 4655 |
| Organika Health Products | Sport Nutrition & Weight Management | Hall D | 4666 |
| NutraBio Labs Inc | Sport Nutrition & Weight Management | Hall D | 4673 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Great Lakes Gelatin | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4893 |
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4918 |
| Kodiak Cakes | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 4946 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 4962 |
| PowerBar | Desserts, Confections and Snacks | Hall E | 5024 |
| Health Warrior Inc | Desserts, Confections and Snacks | Hall E | 5040 |
| Powerful Yogurt | Meat, Dairy and Cheese | Hall E | 5048 |
| SuperEats | Desserts, Confections and Snacks | Hall E | 5052 |
| Maya Kaimal Fine Indian Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5057 |
| Perfect Bar | Desserts, Confections and Snacks | Hall E | 5092 |
| Picnik | Beverages | Hall E | 5102 |
| ips All Natural, LLC | Desserts, Confections and Snacks | Hall E | 5149 |
| Genuine Health Co. Ltd. | Sport Nutrition & Weight Management | Hall E | 5188 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|------------------------------------|--|--------|-------|
| Ancient Harvest | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5219 |
| Kate Farms | Beverages | Hall E | 5243 |
| Sam Mills USA | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5262 |
| FlapJacked Protein-Packed Products | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5267 |
| Banza | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5272 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Amplify Snack Brands | Desserts, Confections and Snacks | Hall E | 5306 |
| Watusee Foods | Desserts, Confections and Snacks | Hall E | 5332 |
| Good Karma Foods, Inc. | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5376 |
| Beyond Meat | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5386 |
| KIND Snacks | Desserts, Confections and Snacks | Hall E | 5414 |
| Wild Friends Foods | Condiments, Sauces, Spices | Hall E | 5419 |
| i heart keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5432 |
| Love Grown Foods, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5582 |
| P-nuff Crunch | Desserts, Confections and Snacks | Hall E | 5600 |
| Exo, Inc | Desserts, Confections and Snacks | Hall E | 5619 |
| Smari Organics | Meat, Dairy and Cheese | Hall E | 5635 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |

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| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|--|--------------------|-------|
| Chef's Cut Real Jerky | Meat, Dairy and Cheese | Hall E | 5770 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| ALOHA | Beverages | Level 300 Exhibits | 8109 |
| Detour Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 8319 |
| Modern Table Meals | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8504 |
| Nutraw Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 300 Exhibits | 8508 |
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| Sunkist Snacks | Desserts, Confections and Snacks | Level 300 Exhibits | 8611 |
| Chapul Cricket Protein | Desserts, Confections and Snacks | Level 300 Exhibits | 8904 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Pic's Peanut Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 9610 |
| Oats Overnight | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N317 |
| Nuts 'N More | Desserts, Confections and Snacks | North Hall Level 2 | N352 |
| The Miso Brothers, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N500 |
| Oriya Organics | Sport Nutrition & Weight Management | North Hall Level 2 | N509 |
| Buff Bake LLC | Condiments, Sauces, Spices | North Hall Level 2 | N523 |
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|---|--------------------|-------|
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Think Jerky | Meat, Dairy and Cheese | North Hall Level 2 | N622 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| ICONIC | Beverages | North Hall Level 2 | N748 |
| Ripple Foods PBC | Beverages | North Hall Level 2 | N946 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Cracked Nut Butter | Desserts, Confections and Snacks | North Hall Level 1 | N1213 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Veggemo | Beverages | North Hall Level 1 | N1433 |
| Ora Organic | Beverages | North Hall Level 1 | N1442 |
| BetterBody Foods & Nutrition | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 1 | N1605 |
| Good Bean Inc, The | Desserts, Confections and Snacks | North Hall Level 1 | N1614 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | North Hall Level 1 | N1628 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| Healthy Skoop | Beverages | North Hall Level 1 | N1809 |
| The Great GORP Project Inc. | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 1 | N1900 |
| skinnypasta | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1933 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|--|--------------------|-------|
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Protes Protein Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2014 |
| Julian Bakery | Sport Nutrition & Weight Management | North Hall Level 1 | N2117 |
| Fermalife | Beverages | North Hall Level 1 | N2121 |
| BRAMI Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2132 |
| Imlak'esh Organics | Desserts, Confections and Snacks | North Hall Level 1 | N2143 |
| Rule Breaker Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2205 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Earth to Kids, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2244 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |

Cultural Force: Cultural Awakening

Macro Force – Conscious Consumption

Keeping up with the conscious consumer calls for agility and creativity and asks brands to deliver a new bottom line: purpose. As consumers are faced with seemingly infinite choices, they begin to look beyond products and to the companies and their efforts that directly or indirectly support people, whether around the globe or around the corner.

Trends

- **The Purposeful Brand**

Aligning with a social cause can deepen a company's ethical roots—and the closer that cause is to the heart of the business, the more lasting the impression.

- **Environmental Expectations**

No longer annual report fluff, corporate environmental action is now an imperative.

- **The B Corp Revolution**

Socially and environmentally conscious businesses embrace B Corp certification as a way to formalize and verify their commitment to using business as a force for good.

- **Opportunity: Regeneration**

Doing no harm is an imperative, but healing the harm that's already occurred is among the richest opportunities for agriculture and the food industry.

- **Opportunity: Waste Not Want Not**

When vast food supplies flood landfills while populations go hungry, it's time for innovative solutions that solve both the food waste and food injustice problems.

| The Purposeful Brand | Category | Hall | Booth |
|---|--|-------------|-------|
| Atacora | Desserts, Confections and Snacks; Herbs & Botanicals | Arena | 107 |
| Live Love Pop | Desserts, Confections and Snacks | Arena | 114 |
| Otis McAllister Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Arena Lobby | 221 |
| Sweet Harvest Foods | Desserts, Confections and Snacks | Hall A | 300 |
| BrandStorm Inc./ Natierra Superfoods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall A | 460 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Endangered Species Chocolate | Desserts, Confections and Snacks | Hall B | 1625 |
| Maisie Jane's California Sunshine Product | Desserts, Confections and Snacks | Hall B | 1663 |
| Wild Planet Foods | Meat, Dairy and Cheese | Hall B | 1671 |
| Late July Snacks | Desserts, Confections and Snacks | Hall B | 1721 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| Dave's Killer Bread | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1861 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Chino Valley Ranchers | Meat, Dairy and Cheese | Hall B | 2004 |
| Madhava Natural Sweeteners | Condiments, Sauces, Spices | Hall B | 2047 |
| Herbs America | Herbs & Botanicals | Hall B | 2053 |
| Three Twins Ice Cream | Meat, Dairy and Cheese | Hall B | 2083 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |

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| The Purposeful Brand | Category | Hall | Booth |
|-------------------------------|---|--------|-------|
| Happy Family Brands | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2416 |
| Kiwa | Desserts, Confections and Snacks | Hall C | 2426 |
| Feelgoodz | Textiles/Clothing | Hall C | 2444 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| The Honey Pot Company | Hygiene | Hall C | 2481 |
| JadeYoga | Active Lifestyle | Hall C | 2491 |
| Synergy Organic Clothing | Textiles/Clothing | Hall C | 2500 |
| Biokleen | Cleaning Products | Hall C | 2521 |
| Schmidt's Naturals | Skin Care; Oral Care | Hall C | 2580 |
| Natracare | Hygiene | Hall C | 2617 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| kin*kind | Pet Products | Hall C | 2679 |
| Spinster Sisters, Inc. | Hygiene | Hall C | 2698 |
| Nature's Gate | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2713 |
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| Pacha Soap Co | Skin Care | Hall C | 2783 |
| Lunette Menstrual Cups | Hygiene | Hall C | 2882 |
| The Humble Co. | Oral Care | Hall C | 2975 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall C | 3044 |
| ManukaGuard | Specialty Supplements | Hall D | 3885 |
| youthery | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3957 |

| The Purposeful Brand | Category | Hall | Booth |
|--|---|--------|-------|
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Rainbow Light / Natural Vitality / Champion Performance | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4207 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| MRM | Vitamins & Minerals; Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4326 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4438 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4453 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Premama | Vitamins & Minerals; Specialty Supplements | Hall D | 4653 |
| Zint Nutrition | Specialty Supplements | Hall D | 4682 |
| Probulin | Specialty Supplements | Hall D | 4769 |
| Barnana | Desserts, Confections and Snacks | Hall E | 4965 |
| Divine Chocolate | Desserts, Confections and Snacks | Hall E | 4974 |
| Madecasse Chocolate and Vanilla | Desserts, Confections and Snacks | Hall E | 5076 |

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| The Purposeful Brand | Category | Hall | Booth |
|----------------------------------|--|--------------------|-------|
| Vosges Haut-Chocolat | Desserts, Confections and Snacks | Hall E | 5152 |
| Soulfull Project, The | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5328 |
| Heavenly Organics | Condiments, Sauces, Spices | Hall E | 5331 |
| Project 7 inc. | Desserts, Confections and Snacks | Hall E | 5337 |
| Pedon | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5339 |
| Honeydrop Beverages | Beverages | Hall E | 5366 |
| Voss Water of Norway | Beverages | Hall E | 5375 |
| Square Organics | Desserts, Confections and Snacks | Hall E | 5469 |
| NUCO/PSource International, Inc. | Condiments, Sauces, Spices | Hall E | 5495 |
| Nature Nates Natural | Condiments, Sauces, Spices | Hall E | 5506 |
| Bitsy's Brainfood | Desserts, Confections and Snacks | Hall E | 5521 |
| Counter Culture Coffee | Beverages | Hall E | 5545 |
| Deep River Snacks | Desserts, Confections and Snacks | Hall E | 5652 |
| Blue Marble Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5732 |
| 4Pure, Inc. | Beverages | Level 300 Exhibits | 7402 |
| Moonshine Sweet Tea | Beverages | Level 300 Exhibits | 7918 |
| Vita water | Beverages | Level 300 Exhibits | 8002 |
| Tony's Chocolonely | Desserts, Confections and Snacks | Level 300 Exhibits | 8014 |
| REBBL | Beverages | Level 300 Exhibits | 8016 |
| Kicking Horse Coffee | Beverages | Level 300 Exhibits | 8108 |
| DRINKmaple | Beverages | Level 300 Exhibits | 8204 |

| The Purposeful Brand | Category | Hall | Booth |
|------------------------------------|--|--------------------|-------|
| JusTea | Beverages | Level 300 Exhibits | 8216 |
| Wild Selections | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8304 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 300 Exhibits | 8305 |
| This Bar Saves Lives | Desserts, Confections and Snacks | Level 300 Exhibits | 8320 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Toom Dips | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8814 |
| Sol Simple, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8820 |
| Rethink Water | Beverages | Level 300 Exhibits | 8916 |
| Ecozone Ltd | Cleaning Products | Level 300 Exhibits | 8925 |
| The Real Coconut Products Co., LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 9102 |
| Iam By Nature Ltd | Skin Care | Level 300 Exhibits | 9110 |
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Rare Hawaiian Honey Company | Condiments, Sauces, Spices | North Hall Level 2 | N111 |
| Montana Mex | Condiments, Sauces, Spices | North Hall Level 2 | N113 |
| Bambu | Kitchen/Housewares/ Equipment | North Hall Level 2 | N218 |
| Just Water | Beverages | North Hall Level 2 | N231 |
| Intimina | Hygiene | North Hall Level 2 | N507 |
| Bee Harmony Honey | Condiments, Sauces, Spices | North Hall Level 2 | N612 |
| Lotus Trolley Bags | Kitchen/Housewares/ Equipment | North Hall Level 2 | N613 |

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| The Purposeful Brand | Category | Hall | Booth |
|-------------------------|---|--------------------|-------|
| Sioux Honey Association | Condiments, Sauces, Spices | North Hall Level 2 | N626 |
| Oasis Bags USA | Textiles/Clothing | North Hall Level 2 | N640 |
| Wooden Table Baking Co. | Desserts, Confections and Snacks | North Hall Level 2 | N737 |
| Poo-Pourri | Aromatherapy/Essential Oils/Fragrances; Cleaning Products | North Hall Level 2 | N835 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |
| BRUCE TEA | Beverages | North Hall Level 2 | N927 |
| Level Ground Trading | Beverages | North Hall Level 2 | N1007 |
| Wize Monkey | Beverages | North Hall Level 2 | N1022 |
| Goldthread LLC | Beverages | North Hall Level 2 | N1100 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| David Rio San Francisco | Beverages | North Hall Level 2 | N1114 |
| The Swag USA | Kitchen/Housewares/Equipment | North Hall Level 2 | N1128 |
| ECOMASS Co., Ltd. | Kitchen/Housewares/Equipment | North Hall Level 2 | N1144 |
| Serenata | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 1 | N1310 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1334 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Baobab Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1604 |
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1608 |

| The Purposeful Brand | Category | Hall | Booth |
|---------------------------------------|--|--------------------|-------|
| Salty Girl Seafood, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1643 |
| nügg | Skin Care | North Hall Level 1 | N1800 |
| Uglies Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N1907 |
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| Cafe Kreyol, LLC | Beverages | North Hall Level 1 | N1943 |
| Mavuno Harvest | Desserts, Confections and Snacks | North Hall Level 1 | N2010 |
| Kill Cliff Inc. | Beverages | North Hall Level 1 | N2330 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Busy Bee Yerba Mate | Beverages | North Hall Level 1 | N2342 |
| Environmental Expectations | Category | Hall | Booth |
| Egg Innovations/Blue Sky Family Farms | Meat, Dairy and Cheese | Arena | 152 |
| Snyder's - Lance, Inc | Desserts, Confections and Snacks | Hall A | 315 |
| Orca Bay Seafoods, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 360 |
| SunRidge Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 417 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 444 |
| NestFresh | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 486 |
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall A | 565 |
| Third Street | Beverages | Hall A | 991 |
| Bigelow Tea | Beverages | Hall A | 1002 |

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| Environmental Expectations | Category | Hall | Booth |
|---------------------------------------|--|--------|-------|
| Season Brand | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 1041 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Florida Crystals - Domino Foods Inc. | Condiments, Sauces, Spices | Hall B | 1409 |
| Nancy's Yogurt / Springfield Creamery | Meat, Dairy and Cheese | Hall B | 1621 |
| Wild Planet Foods | Meat, Dairy and Cheese | Hall B | 1671 |
| Biocomercio | Desserts, Confections and Snacks | Hall B | 1794 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Pacific Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1937 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Organic India USA | Beverages | Hall B | 1971 |
| Global Organics, Ltd. | Desserts, Confections and Snacks | Hall B | 2011 |
| Organic Coffee Co., The | Beverages | Hall B | 2025 |
| Big Tree Farms | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall B | 2063 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2237 |
| All Good | Skin Care | Hall C | 2431 |
| Lifefactory, Inc. | Kitchen/Housewares/ Equipment | Hall C | 2437 |

| Environmental Expectations | Category | Hall | Booth |
|----------------------------|--|--------|-------|
| Method Products/Ecover | Skin Care; Hygiene; Cleaning Products | Hall C | 2445 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| JadeYoga | Active Lifestyle | Hall C | 2491 |
| Synergy Organic Clothing | Textiles/Clothing | Hall C | 2500 |
| Biokleen | Cleaning Products | Hall C | 2521 |
| Desert Essence | Hair Care | Hall C | 2535 |
| ORGAID | Skin Care | Hall C | 2588 |
| Naturepedic | Textiles/Clothing | Hall C | 2597 |
| Kiss My Face LLC | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2604 |
| Natracare | Hygiene | Hall C | 2617 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| Better Life | Cleaning Products | Hall C | 2657 |
| Rebel Green | Cleaning Products | Hall C | 2668 |
| Boody, LLC | Textiles/Clothing | Hall C | 2673 |
| NatureZway | Hygiene; Kitchen/ Housewares/Equipment; Pet Products | Hall C | 2687 |
| Silipint, Inc. | Kitchen/Housewares/ Equipment | Hall C | 2690 |
| Davids Natural Toothpaste | Oral Care | Hall C | 2696 |
| Spinster Sisters, Inc. | Hygiene | Hall C | 2698 |
| Nature's Gate | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2713 |
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| Earth-Kind, Inc. | Garden/Outdoor | Hall C | 2788 |

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| Environmental Expectations | Category | Hall | Booth |
|--|---|--------|-------|
| Repurpose Inc. | Kitchen/Housewares/ Equipment | Hall C | 2794 |
| Savannah Bee Company | Condiments, Sauces, Spices | Hall C | 2860 |
| Earth Mama Angel Baby | Herbs & Botanicals | Hall C | 2865 |
| Lunette Menstrual Cups | Hygiene | Hall C | 2882 |
| SoYoung Inc. | Kitchen/Housewares/ Equipment | Hall C | 2984 |
| RADIUS | Oral Care | Hall C | 3005 |
| Balanced Guru | Skin Care | Hall C | 3054 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Flower Essence Services | Specialty Supplements | Hall D | 4200 |
| Rainbow Light / Natural Vitality / Champion Performance | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4207 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Wiley's Finest LLC | Specialty Supplements | Hall D | 4578 |
| H-Factor | Beverages | Hall D | 4768 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Harmless Harvest | Beverages | Hall E | 4920 |
| Revive Kombucha | Beverages | Hall E | 4937 |
| Kite Hill | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4952 |

| Environmental Expectations | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Hall E | 4960 |
| Califia Farms | Beverages | Hall E | 4979 |
| Icelandic Glacial | Beverages | Hall E | 5067 |
| HimalaSalt | Condiments, Sauces, Spices | Hall E | 5071 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5091 |
| Nature's Path Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5258 |
| Boulder Organic! | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5268 |
| Wedderspoon Organic USA | Desserts, Confections and Snacks | Hall E | 5323 |
| Pedon | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5339 |
| Kelapo Coconut | Condiments, Sauces, Spices | Hall E | 5342 |
| Voss Water of Norway | Beverages | Hall E | 5375 |
| GrandyOats | Desserts, Confections and Snacks | Hall E | 5518 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Counter Culture Coffee | Beverages | Hall E | 5545 |
| Bhakti | Beverages | Hall E | 5607 |
| California Olive Ranch | Condiments, Sauces, Spices | Hall E | 5632 |
| Deep River Snacks | Desserts, Confections and Snacks | Hall E | 5652 |
| Beech-Nut Nutrition | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5670 |
| OneCoffee | Beverages | Hall E | 5673 |
| Boxed Water Is Better LLC | Beverages | Hall E | 5697 |

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| Environmental Expectations | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| Vital Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5723 |
| Ethical Bean Coffee Company | Beverages | Hall E | 5761 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Little Red Dot Kitchen, LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 7501 |
| Metropolitan Tea Company | Beverages | Level 300 Exhibits | 7812 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| Olivia Chocolatiers | Desserts, Confections and Snacks | Level 300 Exhibits | 7824 |
| Simply Protein | Desserts, Confections and Snacks | Level 300 Exhibits | 7911 |
| Vita water | Beverages | Level 300 Exhibits | 8002 |
| Hammons Wild Black Walnuts | Desserts, Confections and Snacks | Level 300 Exhibits | 8004 |
| Wild Selections | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8304 |
| Sunnybelle Inc. dba Amala | Kitchen/Housewares/ Equipment | Level 300 Exhibits | 8502 |
| Snoqualmie Ice Cream | Meat, Dairy and Cheese | Level 300 Exhibits | 8512 |
| teapigs US | Beverages | Level 300 Exhibits | 8607 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Pure Brazilian LLC | Beverages | Level 300 Exhibits | 8807 |
| Get Bizzy inc | Beverages | Level 300 Exhibits | 8816 |
| Chapul Cricket Protein | Desserts, Confections and Snacks | Level 300 Exhibits | 8904 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| Loving Earth | Desserts, Confections and Snacks | Level 300 Exhibits | 9500 |

| Environmental Expectations | Category | Hall | Booth |
|-------------------------------|---|--------------------|-------|
| Sporting Club // Sports Juice | Beverages | Level 300 Exhibits | 9508 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N108 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Proud Source Water | Beverages | North Hall Level 2 | N141 |
| Just Water | Beverages | North Hall Level 2 | N231 |
| Copper Moon Coffee LLC. | Beverages | North Hall Level 2 | N344 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| 24 Mantra Organic | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 2 | N615 |
| Fishpeople | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N736 |
| Runamok Maple | Condiments, Sauces, Spices | North Hall Level 2 | N745 |
| IGZU LLC | Beverages | North Hall Level 2 | N803 |
| Hnina INC. | Desserts, Confections and Snacks | North Hall Level 2 | N804 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |
| Flow Water | Beverages | North Hall Level 2 | N841 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| Ecosentials LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1122 |
| ECOMASS Co., Ltd. | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1144 |
| Crown Maple | Condiments, Sauces, Spices | North Hall Level 1 | N1215 |

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| Environmental Expectations | Category | Hall | Booth |
|---------------------------------|---|--------------------|-------|
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1334 |
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | North Hall Level 1 | N1342 |
| Waiakea Hawaiian Volcanic Water | Beverages | North Hall Level 1 | N1410 |
| Bioterraneo | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1504 |
| Genuine Coconut | Beverages | North Hall Level 1 | N1505 |
| Baobab Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1604 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | North Hall Level 1 | N1628 |
| Jackfruit Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1629 |
| Salty Girl Seafood, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1643 |
| Fresh Nature Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1846 |
| Buddha Teas | Beverages | North Hall Level 1 | N1928 |
| Bighorn Botanicals, Inc. | Skin Care; Herbs & Botanicals | North Hall Level 1 | N2033 |
| Cocomels by JJ's Sweets | Desserts, Confections and Snacks | North Hall Level 1 | N2129 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| The B Corp Revolution | Category | Hall | Booth |
| Bare Snacks | Desserts, Confections and Snacks | Hall A | 362 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall A | 434 |
| GloryBee | Condiments, Sauces, Spices | Hall A | 466 |

| The B Corp Revolution | Category | Hall | Booth |
|-----------------------------|--|--------|-------|
| Yogi Tea | Beverages | Hall A | 761 |
| Manitoba Harvest Hemp Foods | Specialty Supplements | Hall A | 765 |
| King Arthur Flour Company | Desserts, Confections and Snacks | Hall A | 888 |
| The Tofurky Company | Meat, Dairy and Cheese | Hall A | 1076 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1779 |
| Navitas Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1805 |
| Mamma Chia | Beverages; Desserts, Confections and Snacks | Hall B | 1877 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Traditional Medicinals | Beverages | Hall B | 1947 |
| Alter Eco | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1962 |
| Organic India USA | Beverages | Hall B | 1971 |
| Hilary's Eat Well | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1982 |
| Rogue Creamery | Meat, Dairy and Cheese | Hall B | 2089 |
| DeeBee's Organics | Desserts, Confections and Snacks | Hall B | 2132 |
| RUNA | Beverages | Hall C | 2206 |
| Clover Sonoma | Meat, Dairy and Cheese | Hall C | 2238 |
| Pukka Herbs | Beverages | Hall C | 2402 |
| Plum Organics | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2404 |
| Happy Family Brands | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2416 |
| All Good | Skin Care | Hall C | 2431 |
| Method Products/Ecover | Skin Care; Hygiene; Cleaning Products | Hall C | 2445 |

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| The B Corp Revolution | Category | Hall | Booth |
|----------------------------|--|--------|-------|
| World Centric | Kitchen/Housewares/ Equipment | Hall C | 2526 |
| Desert Essence | Hair Care | Hall C | 2535 |
| Motherlove Herbal Company | Skin Care; Specialty Supplements | Hall C | 2628 |
| Seventh Generation | Hygiene; Cleaning Products | Hall C | 2645 |
| U.Konserve / Kids Konserve | Kitchen/Housewares/ Equipment | Hall C | 2664 |
| Murphy's Naturals | Garden/Outdoor | Hall C | 2698B |
| EO | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Hall C | 2765 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| Badger | Skin Care | Hall C | 2823 |
| Bixbee | Textiles/Clothing | Hall C | 2985 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Dang Foods LLC | Desserts, Confections and Snacks | Hall E | 4919 |
| Divine Chocolate | Desserts, Confections and Snacks | Hall E | 4974 |
| Emmy's Organics, inc | Desserts, Confections and Snacks | Hall E | 5065 |
| Beanfields Snacks | Desserts, Confections and Snacks | Hall E | 5140 |
| The GFB: Gluten Free Bar | Desserts, Confections and Snacks | Hall E | 5161 |
| NuttZo | Condiments, Sauces, Spices | Hall E | 5163 |
| Peeled Snacks | Desserts, Confections and Snacks | Hall E | 5382 |
| Better Bean | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5383 |
| Bhakti | Beverages | Hall E | 5607 |

| The B Corp Revolution | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| Ethical Bean Coffee Company | Beverages | Hall E | 5761 |
| Jeni's Splendid Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5798 |
| SlantShack Jerky | Meat, Dairy and Cheese | Level 300 Exhibits | 8312 |
| Sherpa Foods SPC | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8517 |
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| Fishpeople | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N736 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| Ripple Foods PBC | Beverages | North Hall Level 2 | N946 |
| Buen Sabor | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1633 |
| Prana | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | North Hall Level 1 | N1742 |
| Opportunity: Regeneration | Category | Hall | Booth |
| Stone-Buhr Flour | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 688 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Organic India USA | Beverages | Hall B | 1971 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2237 |
| JadeYoga | Active Lifestyle | Hall C | 2491 |
| Biokleen | Cleaning Products | Hall C | 2521 |
| Caboo Paper Products | Hygiene | Hall C | 2579 |
| Natracare | Hygiene | Hall C | 2617 |

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| Opportunity: Regeneration | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Nature's Gate | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2713 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| Host Defense Organic Mushrooms | Herbs & Botanicals | Hall D | 3783 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| Koda Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5437 |
| Teton Waters Ranch | Meat, Dairy and Cheese | Hall E | 5447 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Hall E | 5722 |
| BrainJuice | Beverages | North Hall Level 2 | N811 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Waste Not Want Not | Category | Hall | Booth |
| WTRMLN WTR | Beverages | Arena | 167 |
| Earnest Eats | Shelf Stable: Meals, Soups, Apps and Sides | Arena Lobby | 230 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 444 |
| Once Again Nut Butter | Condiments, Sauces, Spices | Hall B | 1720 |
| Saint Benoit Creamery | Meat, Dairy and Cheese | Hall B | 1892 |
| Pacific Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1937 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |

| Waste Not Want Not | Category | Hall | Booth |
|----------------------------|--|--------------------|-------|
| Caboo Paper Products | Hygiene | Hall C | 2579 |
| Greenlid | Kitchen/Housewares/ Equipment | Hall C | 2586 |
| Natracare | Hygiene | Hall C | 2617 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| U.Konserve / Kids Konserve | Kitchen/Housewares/ Equipment | Hall C | 2664 |
| FATCO | Skin Care | Hall C | 2676 |
| Tom's of Maine | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2717 |
| Nature's Party | Kitchen/Housewares/ Equipment | Hall C | 2799A |
| The Humble Co. | Oral Care | Hall C | 2975 |
| Earthrise | Specialty Supplements | Hall D | 4063 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 4956 |
| Rumiano Cheese | Meat, Dairy and Cheese | Hall E | 4957 |
| Barnana | Desserts, Confections and Snacks | Hall E | 4965 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Hall E | 5070 |
| The Bluapple Company | Kitchen/Housewares/ Equipment | Hall E | 5109 |
| Pedon | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5339 |
| Bai Brands, LLC | Beverages | Hall E | 5431 |
| Sir Kensington's | Condiments, Sauces, Spices | Hall E | 5571 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |

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| Waste Not Want Not | Category | Hall | Booth |
|----------------------|-------------------------------------|--------------------|-------|
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N108 |
| Intimina | Hygiene | North Hall Level 2 | N507 |
| ReGrained | Desserts, Confections and Snacks | North Hall Level 2 | N518 |
| Poof | Hygiene | North Hall Level 2 | N621 |
| Oasis Bags USA | Textiles/Clothing | North Hall Level 2 | N640 |
| Rael, Inc. | Hygiene | North Hall Level 2 | N914 |
| Bourbon Barrel Foods | Condiments, Sauces, Spices | North Hall Level 2 | N1019 |
| Ecosentials LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1122 |
| The Swag USA | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1128 |
| ECOMASS Co., Ltd. | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1144 |
| Obrigado | Beverages | North Hall Level 1 | N1304 |
| ColorKitchen | Condiments, Sauces, Spices | North Hall Level 1 | N1319 |
| Hawaiian Ola | Beverages | North Hall Level 1 | N1833 |
| Uglies Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N1907 |
| Red Oak Foods | Condiments, Sauces, Spices | North Hall Level 1 | N2240 |

Cultural Force: Modern Life

Macro Force – The Modern Meal

Consumers feel busier than ever, which for many families makes preparing breakfast, lunch, and dinner from scratch a harrowing ordeal. As a result, consumers are hacking their meals into streamlined, efficient plates that minimize preparation time and maximize nutrition. There's also a groundswell of smart, innovative brands offering time-saving natural products that make getting meals on the table—or on the go—easy.

Trends

- **Snackification**

Today, snacking is a burgeoning consumption occasion with half of Americans snacking two to three times per day.* Today's best snacks feature boosted nutrition and hunger-busting formulations for any time of day.

- **Smoothie Love**

The newest smoothies keep the fiber in and the high sugar out by adding vegetables, nuts, seeds, and more to traditional blended fruit.

- **Speed Scratch**

A growing number of brands are making healthy, quick-cooking meals taste like they took all day to prepare. So, who says you don't have time to cook?

* 2015 Mintel Snack Food Study

| Snackification | Category | Hall | Booth |
|---------------------------|--|--------|-------|
| Lorissa's Kitchen | Meat, Dairy and Cheese | Arena | 124 |
| Lesley Stowe Fine Foods | Desserts, Confections and Snacks | Arena | 143 |
| ENLIGHTENED | Desserts, Confections and Snacks | Arena | 195 |
| Sweet Harvest Foods | Desserts, Confections and Snacks | Hall A | 300 |
| Bare Snacks | Desserts, Confections and Snacks | Hall A | 362 |
| Quest Nutrition | Sport Nutrition & Weight Management | Hall A | 367 |
| RW Garcia | Desserts, Confections and Snacks | Hall A | 512 |
| WhiteWave Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall A | 513 |
| Chobani | Meat, Dairy and Cheese | Hall A | 549 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Snapz USA, Inc. | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall A | 819 |
| WORLD FINER FOODS, INC. | Desserts, Confections and Snacks | Hall A | 845 |
| LesserEvil Healthy Brands | Desserts, Confections and Snacks | Hall A | 976 |
| Raw Rev | Desserts, Confections and Snacks | Hall A | 1055 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Best Bar Ever | Desserts, Confections and Snacks | Hall B | 1618 |

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| Snackification | Category | Hall | Booth |
|--------------------------|--|--------|-------|
| ROOTED FOOD CO. LTD | Desserts, Confections and Snacks | Hall B | 1692 |
| PROBAR, LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall B | 1976 |
| United With Earth, Corp. | Desserts, Confections and Snacks | Hall B | 2179 |
| HempsGood LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall C | 2499A |
| SmartShake | Active Lifestyle | Hall D | 4485 |
| Way Better Snacks | Desserts, Confections and Snacks | Hall E | 4940 |
| Nuts About You | Desserts, Confections and Snacks | Hall E | 5002 |
| Ruby Rockets | Meat, Dairy and Cheese | Hall E | 5031 |
| SuperEats | Desserts, Confections and Snacks | Hall E | 5052 |
| popchips | Desserts, Confections and Snacks | Hall E | 5106 |
| Shannica Foods | Sport Nutrition & Weight Management | Hall E | 5122 |
| ips All Natural, LLC | Desserts, Confections and Snacks | Hall E | 5149 |
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 5206 |
| Farmers Land Food GmbH | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5232 |
| Love Beets | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5247 |
| Pop Art Snacks | Desserts, Confections and Snacks | Hall E | 5252 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| ThreeWorks Snacks | Desserts, Confections and Snacks | Hall E | 5318 |

| Snackification | Category | Hall | Booth |
|---|--|--------|-------|
| Vegan Rob's | Desserts, Confections and Snacks | Hall E | 5344 |
| Eat Real Snacks | Desserts, Confections and Snacks | Hall E | 5351 |
| Sejoyia Foods | Desserts, Confections and Snacks | Hall E | 5359 |
| KIND Snacks | Desserts, Confections and Snacks | Hall E | 5414 |
| Rhythm Superfoods | Desserts, Confections and Snacks | Hall E | 5424 |
| i heart keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5432 |
| Veggie-Go's | Desserts, Confections and Snacks | Hall E | 5449 |
| Square Organics | Desserts, Confections and Snacks | Hall E | 5469 |
| Bitsy's Brainfood | Desserts, Confections and Snacks | Hall E | 5521 |
| Clif Bar & Co | Desserts, Confections and Snacks | Hall E | 5528 |
| Blend LLC Sensible Foods / Barbacoa Sabor / Hip Chips | Meat, Dairy and Cheese | Hall E | 5543 |
| Veggie Fries | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5568 |
| P-nuff Crunch | Desserts, Confections and Snacks | Hall E | 5600 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| HALFPOPS | Desserts, Confections and Snacks | Hall E | 5609 |
| Exo, Inc | Desserts, Confections and Snacks | Hall E | 5619 |
| Element Snacks | Desserts, Confections and Snacks | Hall E | 5621 |
| Thunderbird Energetica | Desserts, Confections and Snacks | Hall E | 5645 |

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| Snackification | Category | Hall | Booth |
|------------------------------|---|--------------------|-------|
| RXBAR | Desserts, Confections and Snacks | Hall E | 5686 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| Bounce | Desserts, Confections and Snacks | Hall E | 5710 |
| Chef's Cut Real Jerky | Meat, Dairy and Cheese | Hall E | 5770 |
| Zen Monkey | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5773 |
| Calbee North America | Desserts, Confections and Snacks | Hall E | 5774 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Little Red Dot Kitchen, LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 7501 |
| Biena Snacks | Desserts, Confections and Snacks | Level 300 Exhibits | 7815 |
| Aketta | Desserts, Confections and Snacks | Level 300 Exhibits | 7826 |
| Creative Snacks Co. | Desserts, Confections and Snacks | Level 300 Exhibits | 8104 |
| New Barn | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8206 |
| New Pop Skinless Popcorn | Desserts, Confections and Snacks | Level 300 Exhibits | 8211 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| The Good Crisp Company | Desserts, Confections and Snacks | Level 300 Exhibits | 8222 |
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| Toom Dips | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8814 |

| Snackification | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Greenday Global Co.,Ltd | Desserts, Confections and Snacks | Level 300 Exhibits | 9309 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| Pic's Peanut Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 9610 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| Bite Fuel | Desserts, Confections and Snacks | North Hall Level 2 | N229 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| cruncha ma-me / Eda-Zen | Desserts, Confections and Snacks | North Hall Level 2 | N316 |
| Nuts 'N More | Desserts, Confections and Snacks | North Hall Level 2 | N352 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| Olyra Breakfast Biscuits | Desserts, Confections and Snacks | North Hall Level 2 | N421 |
| Buddy's Nut Butters | Desserts, Confections and Snacks | North Hall Level 2 | N436 |
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | North Hall Level 2 | N600 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Eat Your Coffee | Desserts, Confections and Snacks | North Hall Level 2 | N631 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Del Monte Foods, Inc. | Desserts, Confections and Snacks | North Hall Level 2 | N642 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |

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| Snackification | Category | Hall | Booth |
|--------------------------|--|--------------------|-------|
| Crunchsters Inc | Desserts, Confections and Snacks | North Hall Level 2 | N747 |
| Paleo Ranch | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 2 | N843 |
| Grains of Health LLC | Desserts, Confections and Snacks | North Hall Level 2 | N853 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| Wicked Crisps | Desserts, Confections and Snacks | North Hall Level 2 | N1014 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| Justine's Limited | Desserts, Confections and Snacks | North Hall Level 2 | N1103 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Fruit For Thought | Desserts, Confections and Snacks | North Hall Level 2 | N1125 |
| Cracked Nut Butter | Desserts, Confections and Snacks | North Hall Level 1 | N1213 |
| ORGANIC AMAZON LLC | Condiments, Sauces, Spices | North Hall Level 1 | N1235 |
| Bantam Bagels LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1237 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Three Jerks Jerky | Meat, Dairy and Cheese | North Hall Level 1 | N1412 |
| Soozy's | Desserts, Confections and Snacks | North Hall Level 1 | N1449 |
| Yooli Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1538 |
| Smashmallow | Desserts, Confections and Snacks | North Hall Level 1 | N1635 |
| Alive & Radiant | Desserts, Confections and Snacks | North Hall Level 1 | N1701 |

| Snackification | Category | Hall | Booth |
|---|---|--------------------|-------|
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| The Great GORP Project Inc. | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 1 | N1900 |
| Homemade Harvey | Desserts, Confections and Snacks | North Hall Level 1 | N1908 |
| JicaChips | Desserts, Confections and Snacks | North Hall Level 1 | N1919 |
| PRISON BARS INC | Desserts, Confections and Snacks | North Hall Level 1 | N1941 |
| simplyFUEL | Desserts, Confections and Snacks | North Hall Level 1 | N2042 |
| Zellee Organic | Desserts, Confections and Snacks | North Hall Level 1 | N2118 |
| BRAMI Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2132 |
| Natural Sins | Desserts, Confections and Snacks | North Hall Level 1 | N2134 |
| Imlak'esh Organics | Desserts, Confections and Snacks | North Hall Level 1 | N2143 |
| Food First LLC | Desserts, Confections and Snacks | North Hall Level 1 | N2242 |
| Modern Pod Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2243 |
| The Better Chip | Desserts, Confections and Snacks | North Hall Level 1 | N2310 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| Smoothie Love | Category | Hall | Booth |
| Happy Planet Foods | Beverages; Meat, Dairy and Cheese | Arena | 174 |
| TempHemp-High Country Kombucha-European Gourmet-Cherrybrook Kitchen-Lisa's Kitchen-Funky Monkey | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | Arena | 177 |
| Sunfood Superfoods | Herbs & Botanicals | Hall A | 855 |

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| Smoothie Love | Category | Hall | Booth |
|---|---|--------------------|-------|
| Health Matters America | Herbs & Botanicals | Hall B | 1757 |
| TruVibe Organics | Beverages | Hall B | 2071 |
| Greenera Nutrients Inc. | Herbs & Botanicals | Hall B | 2084 |
| SoTru | Beverages | Hall B | 2183 |
| Suja Juice | Beverages | Hall C | 2209 |
| Iovate Health Sciences International Inc. | Beverages | Hall C | 2343 |
| SmartShake | Active Lifestyle | Hall D | 4485 |
| Nuzest USA | Sport Nutrition & Weight Management | Hall D | 4584 |
| Nature's Earthly Choice | Beverages | Hall E | 5058 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Hall E | 5070 |
| Republic of Tea, The | Beverages | Hall E | 5482 |
| Kuli Kuli | Sport Nutrition & Weight Management | Hall E | 5483 |
| Daily Greens | Beverages | Hall E | 5533 |
| JUICEOLOGY | Beverages | Level 300 Exhibits | 8210 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| Sana Hemp Juice | Beverages | North Hall Level 2 | N604 |
| Bright Greens | Beverages | North Hall Level 2 | N633 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Noka | Beverages | North Hall Level 2 | N830 |
| Juice Served Here | Beverages | North Hall Level 1 | N1437 |
| BetterBody Foods & Nutrition | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 1 | N1605 |

| Smoothie Love | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1608 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| Homemade Harvey | Desserts, Confections and Snacks | North Hall Level 1 | N1908 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Harvest Soul Organic Juices | Beverages | North Hall Level 1 | N2004 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Speed Scratch | Category | Hall | Booth |
| Cuisine Solutions | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 104 |
| Luvo Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 186 |
| Japan Gold USA | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Arena Lobby | 251 |
| Kitchen Basics / Thai Kitchen | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 322 |
| Dr. Praeger's Sensible Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 453 |
| Tasty Bite | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 483 |
| Marukome USA Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 587 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Spice Hunter, The | Condiments, Sauces, Spices | Hall A | 871 |
| Mike's Mighty Good | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 965 |
| St. Dalfour Et Cie | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 1114 |

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| Speed Scratch | Category | Hall | Booth |
|--|--|--------------------|-------|
| Kashi | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1415 |
| Made in Nature | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1724 |
| Pure Organic | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1921 |
| Good Food Made Simple, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5005 |
| Maya Kaimal Fine Indian Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5057 |
| Cucina & Amore | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5124 |
| Farmers Land Food GmbH | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5232 |
| Saffron Road | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5406 |
| Pereg Gourmet | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5441 |
| Wild Garden / Ziyad Brothers Importing | Condiments, Sauces, Spices | Hall E | 5510 |
| Feel Good Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5514 |
| Zen Monkey | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5773 |
| Hak's | Condiments, Sauces, Spices | Hall E | 5792 |
| Naughty Noah's Vietnamese Pho Noodles | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8218 |
| Star Anise Foods | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8408 |
| Modern Table Meals | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8504 |
| Crush Foods Service | Condiments, Sauces, Spices | Level 300 Exhibits | 8519 |
| PIQUE TEA | Beverages | Level 300 Exhibits | 8715 |

| Speed Scratch | Category | Hall | Booth |
|-------------------------------|---|--------------------|-------|
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N201 |
| Brothee LLC | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N221 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |
| 10th Avenue Tea | Beverages | North Hall Level 2 | N636 |
| Belle and Bella | Meat, Dairy and Cheese | North Hall Level 2 | N700 |
| Hummustir | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N749 |
| Chef Soraya | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1318 |
| SIMPLE KITCHEN | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1345 |
| Plats du Chef | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1611 |
| SUJI'S KOREAN CUISINE | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1710 |
| Paul's Quinoa | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1720 |
| Primitive Feast | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1743 |
| Kidfresh | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1909 |
| Vana Life Foods | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1923 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |

Cultural Force: Modern Life

Macro Force – Prioritizing Health

Wellness has evolved—from prevention to optimization. Today's pillars of wellness include strategies such as nutrition, sleep, mindfulness, and fitness. The goal is not to just maintain yourself but to thrive. People are now more than ever looking toward long-term solutions, not magical short-term payoffs.

Trends

- **Stress & Sleep Solutions**

Power up, power down, balance along the way.
Can we do all that?

- **Quelling Inflammation**

Inflammation: It's not just for headaches and knees anymore.

- **Food Allergies**

An allergy epidemic is upon us. Bad news for children, good news for innovators.

- **Sugar Vilified**

The food industry is splintered about sugar, the ultimate double-edged sword ingredient.

| Stress & Sleep Solutions | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| Zest Tea | Beverages | Hall A | 495 |
| iQ Juice | Beverages | Hall A | 594 |
| Yogi Tea | Beverages | Hall A | 761 |
| Lotus Elixirs | Beverages | Hall A | 1122 |
| Smart Juice/Smart Kids | Beverages | Hall B | 1851 |
| Urban Moonshine | Beverages | Hall C | 2212 |
| artnaturals | Aromatherapy/Essential Oils/Fragrances | Hall C | 2686 |
| Aura Cacia | Aromatherapy/Essential Oils/Fragrances | Hall C | 2833B |
| StressKiller | Specialty Supplements | Hall D | 3896 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| Herb Pharm | Herbs & Botanicals | Hall D | 4153 |
| Oregon's Wild Harvest | Herbs & Botanicals | Hall D | 4309 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall D | 4312 |
| ILHWA NA | Herbs & Botanicals | Hall D | 4313 |
| Emerald Health Bioceuticals | Condition Specific | Hall D | 4695 |
| Hemp Fusion | Herbs & Botanicals | Hall D | 4765 |
| BLK Beverages | Beverages | Hall E | 5012 |
| Dream Water | Beverages | Hall E | 5034 |
| INSTAVIT | Condition Specific | Level 300 Exhibits | 7800 |
| REBBL | Beverages | Level 300 Exhibits | 8016 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| Wonder Fuel | Beverages | Level 300 Exhibits | 8221 |

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| Stress & Sleep Solutions | Category | Hall | Booth |
|---|---|--------------------|-------|
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| VitaThinQ, Inc. | Condition Specific | Level 300 Exhibits | 9209 |
| Healing Solutions, 100% Pure Essential Oils | Aromatherapy/Essential Oils/Fragrances | North Hall Level 2 | N432 |
| United Life Science | Herbs & Botanicals | North Hall Level 2 | N741 |
| BrainJuice | Beverages | North Hall Level 2 | N811 |
| B-Tea Beverage, LLC | Beverages | North Hall Level 1 | N1347 |
| Napz/NaturallyU | Beverages | North Hall Level 1 | N1732 |
| Organica | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1739 |
| NATUREWISE Sparkling Super Drinks | Beverages | North Hall Level 1 | N2017 |
| Yes CaCao | Desserts, Confections and Snacks | North Hall Level 1 | N2037 |
| Berry Sleepy - The 100% Fruit Sleep Aid | Herbs & Botanicals | North Hall Level 1 | N2047 |
| Quelling Inflammation | Category | Hall | Booth |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Yogi Tea | Beverages | Hall A | 761 |
| Sunfood Superfoods | Herbs & Botanicals | Hall A | 855 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Purity Organic, LLC | Beverages | Hall B | 1771 |
| Smart Juice/Smart Kids | Beverages | Hall B | 1851 |
| Steaz | Beverages | Hall B | 2007 |
| Urban Moonshine | Beverages | Hall C | 2212 |
| The Honey Pot Company | Hygiene | Hall C | 2481 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall D | 3739 |

| Quelling Inflammation | Category | Hall | Booth |
|-----------------------------|---|--------------------|-------|
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall D | 3978 |
| North American Herb & Spice | Herbs & Botanicals | Hall D | 4113 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Hall D | 4157 |
| New Chapter Inc. | Herbs & Botanicals | Hall D | 4321 |
| Emerald Health Bioceuticals | Condition Specific | Hall D | 4695 |
| H-Factor | Beverages | Hall D | 4768 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Hall D | 4878 |
| Temple Turmeric | Beverages | Hall E | 5284 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Evo Hemp | Desserts, Confections and Snacks | Hall E | 5628 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Virgin Raw Foods, LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7813 |
| Pop and Bottle Inc | Beverages | Level 300 Exhibits | 7919 |
| Solti Beverages | Beverages | Level 300 Exhibits | 8010 |
| REBBL | Beverages | Level 300 Exhibits | 8016 |
| Vive Organic | Beverages | Level 300 Exhibits | 8116 |
| JusTea | Beverages | Level 300 Exhibits | 8216 |
| Wonder Fuel | Beverages | Level 300 Exhibits | 8221 |
| Further Food | Specialty Supplements | Level 300 Exhibits | 8322 |
| PIQUE TEA | Beverages | Level 300 Exhibits | 8715 |

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| Quelling Inflammation | Category | Hall | Booth |
|---------------------------|--|--------------------|-------|
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| MODe LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| CAULIPOWER | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N548 |
| TURVEDA | Beverages | North Hall Level 2 | N605 |
| Vim Vitae | Beverages | North Hall Level 2 | N730 |
| United Life Science | Herbs & Botanicals | North Hall Level 2 | N741 |
| Buckley Pet Products | Pet Products | North Hall Level 2 | N814 |
| EVIVA | Beverages | North Hall Level 2 | N1013 |
| Siete Family Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1407 |
| Juice Served Here | Beverages | North Hall Level 1 | N1437 |
| Kor Shots | Beverages | North Hall Level 1 | N1528 |
| MatchaBar | Beverages | North Hall Level 1 | N1539 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Pok Pok Som | Beverages | North Hall Level 1 | N2022 |
| Yes CaCao | Desserts, Confections and Snacks | North Hall Level 1 | N2037 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| Tu Me Beverage Company | Beverages | North Hall Level 1 | N2123 |
| Food Allergies | Category | Hall | Booth |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 661 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall A | 770 |

| Food Allergies | Category | Hall | Booth |
|-----------------------------|--|--------|-------|
| Ian's | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 875 |
| SunButter LLC | Condiments, Sauces, Spices | Hall A | 1011 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall A | 1105 |
| Ener-G Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 1118 |
| Nana's Cookie Co. | Desserts, Confections and Snacks | Hall B | 1529 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall B | 1931 |
| MadeGood Foods | Desserts, Confections and Snacks | Hall C | 2412 |
| California Natural Products | Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2600 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall D | 3739 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Growing Naturals | Sport Nutrition & Weight Management | Hall D | 4371 |
| Siddha Flower Essences | Herbs & Botanicals | Hall D | 4531 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall D | 4643 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Hall D | 4878 |
| Califia Farms | Beverages | Hall E | 4979 |
| Ruby Rockets | Meat, Dairy and Cheese | Hall E | 5031 |

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| Food Allergies | Category | Hall | Booth |
|--------------------------|--|--------------------|-------|
| Super Seedz | Desserts, Confections and Snacks | Hall E | 5061 |
| Freedom Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5083 |
| Pascha Chocolate Company | Desserts, Confections and Snacks | Hall E | 5170 |
| Kate Farms | Beverages | Hall E | 5243 |
| Amplify Snack Brands | Desserts, Confections and Snacks | Hall E | 5306 |
| Don't Go Nuts | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5354 |
| Verday Chlorophyll Water | Beverages | Hall E | 5461 |
| Square Organics | Desserts, Confections and Snacks | Hall E | 5469 |
| Seth Ellis Chocolatier | Desserts, Confections and Snacks | Hall E | 5538 |
| Veggie Fries | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5568 |
| Cybele's Free-to-Eat | Desserts, Confections and Snacks | Hall E | 5655 |
| Zema's Madhouse Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 5680 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 300 Exhibits | 7202 |
| Partake Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7924 |
| MALK Organics | Meat, Dairy and Cheese | Level 300 Exhibits | 8013 |
| DRINKmaple | Beverages | Level 300 Exhibits | 8204 |
| Tin Star Foods | Condiments, Sauces, Spices | Level 300 Exhibits | 8822 |

| Food Allergies | Category | Hall | Booth |
|--|--|--------------------|-------|
| Incredible Foods | Desserts, Confections and Snacks | North Hall Level 2 | N212 |
| OHi Food Co. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N406 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| The Amazing Chickpea | Desserts, Confections and Snacks | North Hall Level 2 | N445 |
| Nature's Logic | Pet Products | North Hall Level 2 | N535 |
| The Sneaky Chef Foods LLC | Condiments, Sauces, Spices | North Hall Level 2 | N709 |
| Sunshine Burger & Specialty Food Company LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N744 |
| Grains of Health LLC | Desserts, Confections and Snacks | North Hall Level 2 | N853 |
| Abe's Vegan Muffins | Desserts, Confections and Snacks | North Hall Level 2 | N926 |
| Fruit For Thought | Desserts, Confections and Snacks | North Hall Level 2 | N1125 |
| The Cookie Dough Cafe | Desserts, Confections and Snacks | North Hall Level 2 | N1132 |
| Brew Dr. Kombucha | Beverages | North Hall Level 1 | N1322 |
| Bioterraneo | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1504 |
| The a2 Milk Company™ | Beverages | North Hall Level 1 | N2023 |
| FreeYumm | Desserts, Confections and Snacks | North Hall Level 1 | N2135 |
| Rule Breaker Snacks | Desserts, Confections and Snacks | North Hall Level 1 | N2205 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |
| Sugar Vilified | Category | Hall | Booth |
| Herbion Naturals | Herbs & Botanicals | Arena | 151 |
| Treo Brands | Beverages | Arena Lobby | 234 |

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| Sugar Vilified | Category | Hall | Booth |
|---|---|-------------|-------|
| In The Raw | Desserts, Confections and Snacks | Arena Lobby | 245 |
| Zevia LLC | Beverages | Hall A | 477 |
| WORLD FINER FOODS, INC. | Desserts, Confections and Snacks | Hall A | 845 |
| NuNaturals | Condiments, Sauces, Spices | Hall A | 873 |
| Mike's Mighty Good | Shelf Stable: Meals, Soups, Apps and Sides | Hall A | 965 |
| Lakanto Monk Fruit Sweetener | Condiments, Sauces, Spices | Hall B | 1475 |
| Nana's Cookie Co. | Desserts, Confections and Snacks | Hall B | 1529 |
| Suzanne's Specialties, Inc. | Condiments, Sauces, Spices | Hall B | 1557 |
| Honest Tea | Beverages | Hall B | 1637 |
| Hiball / Alta Palla | Beverages | Hall B | 1953 |
| Steaz | Beverages | Hall B | 2007 |
| Madhava Natural Sweeteners | Condiments, Sauces, Spices | Hall B | 2047 |
| RUNA | Beverages | Hall C | 2206 |
| Chocolate Stella | Desserts, Confections and Snacks | Hall C | 2236 |
| Hint, Inc | Beverages | Hall C | 2869 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Nuzest USA | Sport Nutrition & Weight Management | Hall D | 4584 |
| Marquis Beverages | Beverages | Hall E | 4966 |
| FORTO Coffee / Stur Drinks | Beverages | Hall E | 5178 |
| Xylo Burst | Desserts, Confections and Snacks; Oral Care | Hall E | 5218 |
| Whole Earth Sweetener Company | Condiments, Sauces, Spices | Hall E | 5334 |

| Sugar Vilified | Category | Hall | Booth |
|---------------------------------|--|--------------------|-------|
| Nature's Hollow | Condiments, Sauces, Spices | Hall E | 5381 |
| Bai Brands, LLC | Beverages | Hall E | 5431 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Hall E | 5459 |
| Savi Crisp | Desserts, Confections and Snacks | Hall E | 5470 |
| ARCTIC ZERO Fit Frozen Desserts | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5517 |
| MUNKIJO | Condiments, Sauces, Spices | Hall E | 5657 |
| RXBAR | Desserts, Confections and Snacks | Hall E | 5686 |
| ProYo | Sport Nutrition & Weight Management | Hall E | 5694 |
| Swerve Sweetener | Condiments, Sauces, Spices | Hall E | 5743 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Zollipops | Desserts, Confections and Snacks | Level 300 Exhibits | 7804 |
| Because Cookie Dough | Desserts, Confections and Snacks | Level 300 Exhibits | 7823 |
| Rebel Kitchen | Beverages | Level 300 Exhibits | 8005 |
| Froozer | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8511 |
| Blume Honey Water LLC | Beverages | Level 300 Exhibits | 8616 |
| Pic's Peanut Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 9610 |
| Nush Foods | Desserts, Confections and Snacks | North Hall Level 2 | N207 |
| WONDER+WELL | Beverages | North Hall Level 2 | N234 |
| Hakuna Banana | Meat, Dairy and Cheese | North Hall Level 2 | N346 |
| SmartSweets | Desserts, Confections and Snacks | North Hall Level 2 | N348 |

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| Sugar Vilified | Category | Hall | Booth |
|----------------------------------|---|--------------------|-------|
| WholeMe | Desserts, Confections and Snacks | North Hall Level 2 | N438 |
| Sherpa Power Tea | Beverages | North Hall Level 2 | N530 |
| EvyTea | Beverages | North Hall Level 2 | N537 |
| Dairy Innovations LLC | Beverages | North Hall Level 2 | N638 |
| Matt's Cookie Company | Desserts, Confections and Snacks | North Hall Level 2 | N1009 |
| SOUND Sparkling Tea | Beverages | North Hall Level 2 | N1012 |
| The Sola Company | Condiments, Sauces, Spices | North Hall Level 2 | N1027 |
| Justine's Limited | Desserts, Confections and Snacks | North Hall Level 2 | N1103 |
| 3 Water | Beverages | North Hall Level 1 | N1241 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Berri Pro | Beverages | North Hall Level 1 | N1302 |
| Wildway | Desserts, Confections and Snacks | North Hall Level 1 | N1329 |
| Health Lab #honestsnacks | Desserts, Confections and Snacks | North Hall Level 1 | N1343 |
| Empact Bars LLC | Desserts, Confections and Snacks | North Hall Level 1 | N1600 |
| Frusano GmbH | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N1937 |
| Bulletproof | Beverages; Specialty Supplements; Sport Nutrition & Weight Management | North Hall Level 1 | N2046 |
| Blue Green Organics - Good Farms | Desserts, Confections and Snacks | North Hall Level 1 | N2231 |
| Leaner Creamer | Beverages | North Hall Level 1 | N2241 |

Cultural Force: Modern Life

Macro Force – Disruption through Fragmentation

The long tail of innovative, mission-driven food and CPG brands may be creating rifts in our food system, but it is also proving just what consumers are looking for as they pursue health and more mindful consumption. Suddenly, we have choices and these choices are creating opportunities and tensions: food tech wrestling with back-to-nature, massive access going head-to-head with authenticity.

Trends

- **Long Live the Little Guy**

Small brands are disrupting big CPG while making their voices heard and advocating for positive changes in a broken food system.

- **Continued Rise of Local**

Local is here to stay and is being redefined as consumers continue to demand to know where their products come from and exactly what's in them.

- **Getting Crafty**

Tapping into the artisan cultural currents that are fueling the DIY movement can enable brands and retailers alike to connect with consumers in powerful ways.

- **Opportunity: Shortening the Supply Chain**

Vertical integration enables brands, especially those in challenged product categories, to achieve deep levels of trust and transparency by owning every piece of their supply chains.

- **Opportunity: Collaboration Economy**

The natural products industry comprises many outstanding companies and individuals, but it's collaboration between them—and, importantly, with those outside of the industry—that paves the good-food future.

| Long Live the Little Guy | Category | Hall | Booth |
|--|--|--------------------|-------|
| STONERIDGE ORCHARDS | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 101 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall A | 354 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 444 |
| Third Street | Beverages | Hall A | 991 |
| SunButter LLC | Condiments, Sauces, Spices | Hall A | 1011 |
| Bueno Foods | Condiments, Sauces, Spices | Hall B | 1556 |
| Organic Valley | Meat, Dairy and Cheese | Hall B | 1737 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Coombs Family Farms | Condiments, Sauces, Spices | Hall B | 2120 |
| Better Life | Cleaning Products | Hall C | 2657 |
| Pacha Soap Co | Skin Care | Hall C | 2783 |
| Host Defense Organic Mushrooms | Herbs & Botanicals | Hall D | 3783 |
| Only Natural Inc. / Bio Nutrition Inc. | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4079 |
| Oregon's Wild Harvest | Herbs & Botanicals | Hall D | 4309 |
| O Olive Oil | Condiments, Sauces, Spices | Hall E | 5265 |
| ACURE | Skin Care; Hair Care | Hall E | 5353 |
| Wheat Montana Farm | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5456 |
| GrandyOats | Desserts, Confections and Snacks | Hall E | 5518 |
| Vermont Village | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5775 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 300 Exhibits | 8305 |

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| Long Live the Little Guy | Category | Hall | Booth |
|--|---|--------------------|-------|
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N108 |
| Know Your Fruit | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N402 |
| Milkadamia | Beverages | North Hall Level 1 | N1229 |
| Maple Guild, The | Condiments, Sauces, Spices | North Hall Level 1 | N2213 |
| Continued Rise of Local | Category | Hall | Booth |
| STONERIDGE ORCHARDS | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 101 |
| Sweetaly Dolceria | Desserts, Confections and Snacks | Arena | 141 |
| Blue Diamond Growers | Desserts, Confections and Snacks | Hall A | 334 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall A | 354 |
| Evolution Fresh | Beverages | Hall A | 370 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 444 |
| NestFresh | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 486 |
| General Mills | Meat, Dairy and Cheese | Hall A | 527 |
| Black Jewell Popcorn | Desserts, Confections and Snacks | Hall A | 809 |
| SunButter LLC | Condiments, Sauces, Spices | Hall A | 1011 |
| Bueno Foods | Condiments, Sauces, Spices | Hall B | 1556 |
| Maisie Jane's California Sunshine Product | Desserts, Confections and Snacks | Hall B | 1663 |
| Humboldt Creamery | Meat, Dairy and Cheese | Hall B | 1770 |
| Woodspur Farms | Desserts, Confections and Snacks | Hall B | 1917 |
| Big Sandy Organics | Desserts, Confections and Snacks | Hall B | 1989 |

| Continued Rise of Local | Category | Hall | Booth |
|----------------------------|--|--------|-------|
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Coombs Family Farms | Condiments, Sauces, Spices | Hall B | 2120 |
| Urban Moonshine | Beverages | Hall C | 2212 |
| Clover Sonoma | Meat, Dairy and Cheese | Hall C | 2238 |
| CHO America | Condiments, Sauces, Spices | Hall C | 2340 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall C | 2489 |
| Redmond | Condiments, Sauces, Spices | Hall C | 2532 |
| ZATIK | Skin Care; Hair Care | Hall C | 2789 |
| ManukaGuard | Specialty Supplements | Hall D | 3885 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall D | 4453 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Dreaming Cow | Meat, Dairy and Cheese | Hall E | 4903 |
| Rumiano Cheese | Meat, Dairy and Cheese | Hall E | 4957 |
| Bellwether Farms | Meat, Dairy and Cheese | Hall E | 4961 |
| O Olive Oil | Condiments, Sauces, Spices | Hall E | 5265 |
| Cabot Creamery Cooperative | Shelf Stable: Meals, Soups, Apps and Sides; Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 5444 |
| Wheat Montana Farm | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5456 |
| GrandyOats | Desserts, Confections and Snacks | Hall E | 5518 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 5527 |

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| Continued Rise of Local | Category | Hall | Booth |
|--|--|--------------------|-------|
| Cynara | Condiments, Sauces, Spices | Hall E | 5531 |
| Daily Greens | Beverages | Hall E | 5533 |
| Hatch Chile Co. | Condiments, Sauces, Spices | Hall E | 5549 |
| Enzo Olive Oil Company and P-R Farms, Inc. | Condiments, Sauces, Spices | Hall E | 5566 |
| California Olive Ranch | Condiments, Sauces, Spices | Hall E | 5632 |
| Bari Olive Oil Co. | Condiments, Sauces, Spices | Hall E | 5659 |
| Setton Pistachio of Terra Bella, Inc | Desserts, Confections and Snacks | Hall E | 5727 |
| Vermont Village | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5775 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| Gelato Fiasco, The | Meat, Dairy and Cheese | Level 300 Exhibits | 8721 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N108 |
| Amazon Caribbean Guyana | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N345 |
| Know Your Fruit | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N402 |
| Waterloo Sparkling Water | Beverages | North Hall Level 2 | N641 |
| Wooden Table Baking Co. | Desserts, Confections and Snacks | North Hall Level 2 | N737 |
| Dignity Coconuts | Specialty Supplements | North Hall Level 2 | N839 |
| Seely Mint | Desserts, Confections and Snacks | North Hall Level 2 | N928 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |

| Continued Rise of Local | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| Milkadamia | Beverages | North Hall Level 1 | N1229 |
| Crazy Go Nuts | Desserts, Confections and Snacks | North Hall Level 1 | N1525 |
| Clear Alaskan Glacial Water | Beverages | North Hall Level 1 | N1832 |
| Hawaiian Ola | Beverages | North Hall Level 1 | N1833 |
| Cleveland Kraut | Condiments, Sauces, Spices | North Hall Level 1 | N1936 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Bighorn Botanicals, Inc. | Skin Care; Herbs & Botanicals | North Hall Level 1 | N2033 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Pure Wild Oregon | Condiments, Sauces, Spices | North Hall Level 1 | N2128 |
| Maple Guild, The | Condiments, Sauces, Spices | North Hall Level 1 | N2213 |
| Wilcox Farms | Meat, Dairy and Cheese | North Hall Level 1 | N2214 |
| Ehrmann | Meat, Dairy and Cheese | North Hall Level 1 | N2237 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Getting Crafty | Category | Hall | Booth |
| Sweetaly Dolceria | Desserts, Confections and Snacks | Arena | 141 |
| Olli Salumeria | Meat, Dairy and Cheese | Arena | 142 |
| Harris Tea | Beverages | Hall A | 307 |
| Kombucha Wonder Drink | Beverages | Hall A | 309 |
| Marukan Vinegar U.S.A. Inc. | Condiments, Sauces, Spices | Hall A | 489 |
| Zest Tea | Beverages | Hall A | 495 |
| Al Dente Pasta Co | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1624 |
| SIPP eco beverage co. | Beverages | Hall B | 1858 |

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| Getting Crafty | Category | Hall | Booth |
|------------------------|---|--------------------|-------|
| Fire Cider | Beverages | Hall B | 1894 |
| Kohana Coffee | Beverages | Hall B | 2088 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall C | 2489 |
| Schmidt's Naturals | Skin Care; Oral Care | Hall C | 2580 |
| ORGAID | Skin Care | Hall C | 2588 |
| kin+kind | Pet Products | Hall C | 2679 |
| Spinster Sisters, Inc. | Hygiene | Hall C | 2698 |
| Pharmacare | Specialty Supplements | Hall D | 4533 |
| Revive Kombucha | Beverages | Hall E | 4937 |
| I and Love and You | Pet Products | Hall E | 5036 |
| Clearly Kombucha | Beverages | Hall E | 5095 |
| Health-Ade Kombucha | Beverages | Hall E | 5099 |
| The No-Bake Cookie Co. | Desserts, Confections and Snacks | Hall E | 5107 |
| Celtic Sea Salt | Condiments, Sauces, Spices | Hall E | 5119 |
| LIVE SODA | Beverages | Hall E | 5166 |
| Chameleon Cold Brew | Beverages | Hall E | 5661 |
| 4th & Heart | Condiments, Sauces, Spices | Hall E | 5666 |
| Owl's Brew | Beverages | Hall E | 5708 |
| Charles Chocolates | Desserts, Confections and Snacks | Hall E | 5747 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 300 Exhibits | 7202 |
| Tart Beverages, Inc. | Beverages | Level 300 Exhibits | 7207 |
| Coracao Chocolate | Desserts, Confections and Snacks | Level 300 Exhibits | 7307 |

| Getting Crafty | Category | Hall | Booth |
|---|----------------------------------|--------------------|-------|
| CHEVOO, Inc | Meat, Dairy and Cheese | Level 300 Exhibits | 7405 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Just Panela LLC | Condiments, Sauces, Spices | Level 300 Exhibits | 7814 |
| CideRoad Organic Switchel | Beverages | Level 300 Exhibits | 7905 |
| Spicy Mo's | Meat, Dairy and Cheese | Level 300 Exhibits | 7908 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| CB's Nuts Inc. | Desserts, Confections and Snacks | Level 300 Exhibits | 8804 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| Brooklyn Brine Co. | Condiments, Sauces, Spices | Level 300 Exhibits | 9101 |
| Iam By Nature Ltd | Skin Care | Level 300 Exhibits | 9110 |
| Supah Stah Dark Chocolate Superfood Bar | Desserts, Confections and Snacks | Level 300 Exhibits | 9200 |
| The Tea Spot | Beverages; Herbs & Botanicals | Level 300 Exhibits | 9201 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N108 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| Powell & Mahoney Ltd | Beverages | North Hall Level 2 | N322 |
| Gary Poppins | Desserts, Confections and Snacks | North Hall Level 2 | N327 |
| Buddy's Nut Butters | Desserts, Confections and Snacks | North Hall Level 2 | N436 |
| Wild Tonic | Beverages | North Hall Level 2 | N627 |
| Ginseng Up Corp | Beverages | North Hall Level 2 | N635 |

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| Getting Crafty | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Waterloo Sparkling Water | Beverages | North Hall Level 2 | N641 |
| Belle and Bella | Meat, Dairy and Cheese | North Hall Level 2 | N700 |
| Annabella LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N734 |
| Wooden Table Baking Co. | Desserts, Confections and Snacks | North Hall Level 2 | N737 |
| Runamok Maple | Condiments, Sauces, Spices | North Hall Level 2 | N745 |
| KOE - Kombucha Organic Energy | Beverages | North Hall Level 2 | N821 |
| Bourbon Barrel Foods | Condiments, Sauces, Spices | North Hall Level 2 | N1019 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| Sorbabes Inc. | Desserts, Confections and Snacks | North Hall Level 1 | N1231 |
| Bubba's Fine Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1314 |
| True Jerky | Meat, Dairy and Cheese | North Hall Level 1 | N1321 |
| Brew Dr. Kombucha | Beverages | North Hall Level 1 | N1322 |
| Humm Kombucha | Beverages | North Hall Level 1 | N1331 |
| Three Jerks Jerky | Meat, Dairy and Cheese | North Hall Level 1 | N1412 |
| Improper Goods, LLC | Beverages | North Hall Level 1 | N1430 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Caveman Coffee Co | Beverages | North Hall Level 1 | N1441 |
| Yooli Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | North Hall Level 1 | N1538 |
| De Nigris | Condiments, Sauces, Spices | North Hall Level 1 | N1609 |
| Fuller Foods | Desserts, Confections and Snacks | North Hall Level 1 | N1639 |
| Uncle Dougie's | Condiments, Sauces, Spices | North Hall Level 1 | N1746 |

| Getting Crafty | Category | Hall | Booth |
|--|---|--------------------|-------|
| Cleveland Kraut | Condiments, Sauces, Spices | North Hall Level 1 | N1936 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Organic Fair Inc. | Beverages; Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2008 |
| Scratch & Grain Baking Company | Desserts, Confections and Snacks | North Hall Level 1 | N2018 |
| SuckerPunch Gourmet, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2038 |
| Prop & Peller Pretzels | Desserts, Confections and Snacks | North Hall Level 1 | N2220 |
| Holy Kombucha, Inc | Beverages | North Hall Level 1 | N2234 |
| Tucson Tamale Company | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2322 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Opportunity: Shortening the Supply Chain | Category | Hall | Booth |
| STONERIDGE ORCHARDS | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 101 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall A | 354 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 444 |
| Sundown Foods USA, Inc | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 695 |
| SunOpta Inc. | Beverages; Desserts, Confections and Snacks | Hall A | 825 |
| Crunchies Natural Food Company | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1525 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Biocomercio | Desserts, Confections and Snacks | Hall B | 1794 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |

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| Opportunity: Shortening the Supply Chain | Category | Hall | Booth |
|--|--|--------------------|-------|
| Woodspur Farms | Desserts, Confections and Snacks | Hall B | 1917 |
| Organic Coffee Co., The | Beverages | Hall B | 2025 |
| Big Tree Farms | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall B | 2063 |
| CHO America | Condiments, Sauces, Spices | Hall C | 2340 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall C | 2489 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall C | 3044 |
| Lily of the Desert | Specialty Supplements; Herbs & Botanicals | Hall D | 4357 |
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Hall E | 4960 |
| Madecasse Chocolate and Vanilla | Desserts, Confections and Snacks | Hall E | 5076 |
| Evolution Salt Co. | Condiments, Sauces, Spices | Hall E | 5244 |
| Wheat Montana Farm | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5456 |
| Daily Greens | Beverages | Hall E | 5533 |
| Enzo Olive Oil Company and P-R Farms, Inc. | Condiments, Sauces, Spices | Hall E | 5566 |
| Setton Pistachio of Terra Bella, Inc | Desserts, Confections and Snacks | Hall E | 5727 |
| Cham Cold Brew, LLC | Beverages | Level 300 Exhibits | 8203 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |
| Fusion Jerky | Meat, Dairy and Cheese | Level 300 Exhibits | 8921 |
| VitaThinQ, Inc. | Condition Specific | Level 300 Exhibits | 9209 |
| Amazon Caribbean Guyana | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N345 |

| Opportunity: Shortening the Supply Chain | Category | Hall | Booth |
|---|--|--------------------|-------|
| Obrigado | Beverages | North Hall Level 1 | N1304 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Superior Foods | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2032 |
| Bighorn Botanicals, Inc. | Skin Care; Herbs & Botanicals | North Hall Level 1 | N2033 |
| GF Harvest LLC/ Canyon Oats | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2104 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Maple Guild, The | Condiments, Sauces, Spices | North Hall Level 1 | N2213 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Opportunity: Collaboration Economy | Category | Hall | Booth |
| Otis McAllister Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Arena Lobby | 221 |
| Guittard Chocolate Company | Desserts, Confections and Snacks | Hall A | 301 |
| Mondelez Global LLC | Desserts, Confections and Snacks | Hall A | 1045 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Hilary's Eat Well | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1982 |
| Method Products/Ecover | Skin Care; Hygiene; Cleaning Products | Hall C | 2445 |
| Preserve | Kitchen/Housewares/ Equipment | Hall C | 2770 |
| NATUREWISE Supplements with Mobile Transparency | Specialty Supplements | Hall D | 4197 |
| Harmless Harvest | Beverages | Hall E | 4920 |
| Icelandic Glacial | Beverages | Hall E | 5067 |

| Opportunity: Collaboration Economy | Category | Hall | Booth |
|---------------------------------------|--|--------------------|-------|
| Noosa Yoghurt, LLC | Meat, Dairy and Cheese | Hall E | 5248 |
| Project 7 inc. | Desserts, Confections and Snacks | Hall E | 5337 |
| Jeni's Splendid Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5798 |
| High Mowing Organic Seeds | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 7913 |
| Wild Selections | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8304 |
| MISFIT Juicery | Beverages | Level 300 Exhibits | 8615 |
| Pure Brazilian LLC | Beverages | Level 300 Exhibits | 8807 |
| Sol Simple, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8820 |
| Brooklyn Brine Co. | Condiments, Sauces, Spices | Level 300 Exhibits | 9101 |
| Goldthread LLC | Beverages | North Hall Level 2 | N1100 |
| SaltiSweet Ice Cream Factory LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1615 |
| Lake Champlain Chocolates | Desserts, Confections and Snacks | North Hall Level 1 | N1706 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2219 |

Cultural Force: Modern Life

Macro Force – A Climate of Change

Agriculture enters climate change discussions as victim, villain, and solution – just in time to feed an exponentially growing population. Awareness of anthropogenic climate change is growing around the world and consumers are paying attention. No issue is more pressing than agriculture's role in our changing climate. The time to make a change is now.

Trends

- **Feed Me!**

Feeding more people with less land and water calls for multifaceted innovation.

- **The Plant Revolution**

Whether for heart health, climate health, ecological efficiency, or animal welfare, plants are fast becoming man's best friend.

| Feed Me! | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| Seapoint Farms | Desserts, Confections and Snacks | Hall A | 413 |
| Lightlife Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 445 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall A | 588 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 690 |
| Sea Veggies | Desserts, Confections and Snacks | Hall A | 693 |
| Eden Foods | Desserts, Confections and Snacks | Hall A | 933 |
| Mishima Foods USA | Condiments, Sauces, Spices | Hall A | 1074 |
| The Tofurky Company | Meat, Dairy and Cheese | Hall A | 1076 |
| Jayone Foods, Inc. | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1667 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall C | 2117 |
| Clean Machine | Sport Nutrition & Weight Management | Hall D | 3997 |
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Hall E | 4960 |
| Nu Life Market LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5035 |
| Gimme Health Foods Inc. | Desserts, Confections and Snacks | Hall E | 5172 |
| SeaSnax | Desserts, Confections and Snacks | Hall E | 5462 |
| Atlantic Natural Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 5647 |
| Aketta | Desserts, Confections and Snacks | Level 300 Exhibits | 7826 |
| Oceans Halo | Desserts, Confections and Snacks | Level 300 Exhibits | 8404 |

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| Feed Me! | Category | Hall | Booth |
|---------------------------------|--|--------------------|-------|
| Six Foods, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8702 |
| Oatly | Meat, Dairy and Cheese | Level 300 Exhibits | 8718 |
| Chapul Cricket Protein | Desserts, Confections and Snacks | Level 300 Exhibits | 8904 |
| VIVOO | Desserts, Confections and Snacks | North Hall Level 2 | N812 |
| Yemat Foods | Desserts, Confections and Snacks | North Hall Level 2 | N906 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| The Plant Revolution | Category | Hall | Booth |
| 22 Days Nutrition | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Arena | 110 |
| Quorn Foods Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Arena | 154 |
| Japan Gold USA | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Arena Lobby | 251 |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Vega | Sport Nutrition & Weight Management | Hall A | 405 |
| Seapoint Farms | Desserts, Confections and Snacks | Hall A | 413 |
| Lightlife Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 445 |
| Vegetarian Plus Myrtle Greens | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 490 |
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall A | 565 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall A | 588 |

| The Plant Revolution | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Bolthouse Farms | Beverages | Hall A | 676 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 690 |
| Manitoba Harvest Hemp Foods | Specialty Supplements | Hall A | 765 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall A | 1105 |
| Muffin Revolution | Desserts, Confections and Snacks | Hall A | 1120 |
| Kashi | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1415 |
| Violife | Meat, Dairy and Cheese | Hall B | 1694 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 1751 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Hilary's Eat Well | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1982 |
| Miyoko's Kitchen | Meat, Dairy and Cheese | Hall B | 1990 |
| Om, Organic Mushroom Nutrition | Herbs & Botanicals | Hall B | 2067 |
| MELT | Meat, Dairy and Cheese | Hall B | 2080 |
| Tofutown North America Inc. | Condiments, Sauces, Spices | Hall B | 2092 |
| Choice Organic Teas | Beverages | Hall C | 2105 |
| Surya Brasil | Skin Care; Hair Care | Hall C | 2451 |
| HempsGood LLC | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall C | 2499A |
| Kiss My Face LLC | Skin Care; Hair Care; Oral Care; Hygiene | Hall C | 2604 |
| Repurpose Inc. | Kitchen/Housewares/ Equipment | Hall C | 2794 |

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| The Plant Revolution | Category | Hall | Booth |
|------------------------------------|---|--------|-------|
| Vital Hemp | Textiles/Clothing | Hall C | 3024 |
| ATTITUDE | Skin Care; Hair Care | Hall C | 3025 |
| Nutraceutical International | Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall C | 3064 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall D | 3747 |
| World Organic / Licata Enterprises | Specialty Supplements; Herbs & Botanicals | Hall D | 3875 |
| Flora Inc. | Specialty Supplements | Hall D | 3929 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall D | 4021 |
| Earthrise | Specialty Supplements | Hall D | 4063 |
| North American Herb & Spice | Herbs & Botanicals | Hall D | 4113 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Hall D | 4168 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| Hemp Fusion | Herbs & Botanicals | Hall D | 4765 |
| BN Labs | Sport Nutrition & Weight Management | Hall D | 4786 |
| Kite Hill | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4952 |
| Four Sigmatic | Beverages; Herbs & Botanicals | Hall E | 4994 |
| Field Roast Grain Meat Co., The | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5021 |
| Upton's Naturals | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5112 |
| Cucina & Amore | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5124 |
| Kate Farms | Beverages | Hall E | 5243 |
| LeGrand | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5254 |

| The Plant Revolution | Category | Hall | Booth |
|--------------------------------------|---|--------------------|-------|
| Five Star Foodies | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5276 |
| Skinny Sticks | Desserts, Confections and Snacks | Hall E | 5280 |
| Grunch Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5287 |
| Good Karma Foods, Inc. | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5376 |
| Beyond Meat | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5386 |
| Kuli Kuli | Sport Nutrition & Weight Management | Hall E | 5483 |
| Davidsons Tea, Herbs, Cocoa & Spices | Beverages | Hall E | 5547 |
| Steuben Foods | Beverages | Hall E | 5550 |
| Sir Kensington's | Condiments, Sauces, Spices | Hall E | 5571 |
| Good Lovin' Foods Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall E | 5603 |
| Atlantic Natural Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 5647 |
| Hodo Soy | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5696 |
| Zego | Desserts, Confections and Snacks | Level 300 Exhibits | 7103 |
| Humbly Hemp | Desserts, Confections and Snacks | Level 300 Exhibits | 7106 |
| Panco Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7204 |
| Cali'flour Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 7205 |
| Partake Foods | Desserts, Confections and Snacks | Level 300 Exhibits | 7924 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |

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| The Plant Revolution | Category | Hall | Booth |
|-------------------------------|---|--------------------|-------|
| ALOHA | Beverages | Level 300 Exhibits | 8109 |
| Three Trees | Beverages | Level 300 Exhibits | 8112 |
| Koia Plant Powered Nutrition | Beverages | Level 300 Exhibits | 8214 |
| Massel USA INC | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8323 |
| World Peas | Desserts, Confections and Snacks | Level 300 Exhibits | 8609 |
| TROPICAL SUNSHINE PRODUCTS | Beverages | Level 300 Exhibits | 8703 |
| Oatly | Meat, Dairy and Cheese | Level 300 Exhibits | 8718 |
| Hybread | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8802 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 9305 |
| Nature Zen | Desserts, Confections and Snacks | Level 300 Exhibits | 9410 |
| PRANA ON | Sport Nutrition & Weight Management | Level 300 Exhibits | 9507 |
| Wayfare Inc. | Meat, Dairy and Cheese | Level 300 Exhibits | 9600 |
| Bambu | Kitchen/Housewares/ Equipment | North Hall Level 2 | N218 |
| Fawen Read-To-Drink Soup | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N236 |
| Hakuna Banana | Meat, Dairy and Cheese | North Hall Level 2 | N346 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| So Good Brand Inc. | Beverages | North Hall Level 2 | N444 |
| The Miso Brothers, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N500 |
| MODE LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | North Hall Level 2 | N542 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |

| The Plant Revolution | Category | Hall | Booth |
|--|--|--------------------|-------|
| Paleoethics | Sport Nutrition & Weight Management | North Hall Level 2 | N547 |
| CAULIPOWER | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N548 |
| VeganBurger | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N607 |
| BHU FOODS | Desserts, Confections and Snacks | North Hall Level 2 | N609 |
| Balance Water | Beverages | North Hall Level 2 | N701 |
| Sunshine Burger & Specialty Food Company LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N744 |
| IGZU LLC | Beverages | North Hall Level 2 | N803 |
| WUTSUPBABY | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N810 |
| Left Coast Naturals | Desserts, Confections and Snacks | North Hall Level 2 | N917 |
| GoAvo | Condiments, Sauces, Spices | North Hall Level 2 | N943 |
| Leaf Cuisine, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N1002 |
| Mama O's Premium Kimchi | Condiments, Sauces, Spices | North Hall Level 2 | N1046 |
| Lenny & Larry's | Desserts, Confections and Snacks | North Hall Level 2 | N1102 |
| Thrive Algae Oil | Condiments, Sauces, Spices | North Hall Level 2 | N1108 |
| Tahoe Trail Bar | Desserts, Confections and Snacks | North Hall Level 2 | N1110 |
| Ecosentials LLC | Kitchen/Housewares/ Equipment | North Hall Level 2 | N1122 |
| Sorbabes Inc. | Desserts, Confections and Snacks | North Hall Level 1 | N1231 |
| Berri Pro | Beverages | North Hall Level 1 | N1302 |
| RawFoodz | Meat, Dairy and Cheese | North Hall Level 1 | N1431 |
| Good Seed | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1432 |

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| The Plant Revolution | Category | Hall | Booth |
|---|--|--------------------|-------|
| Veggemo | Beverages | North Hall Level 1 | N1433 |
| Nobull Burger | Meat, Dairy and Cheese | North Hall Level 1 | N1606 |
| Jackfruit Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1629 |
| Bute Island Foods Ltd. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1642 |
| Sprout Living | Sport Nutrition & Weight Management | North Hall Level 1 | N1748 |
| Remedy Organics | Beverages | North Hall Level 1 | N1944 |
| Heritage Health Food | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2005 |
| CO YO | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2028 |
| Berry Sleepy - The 100% Fruit Sleep Aid | Herbs & Botanicals | North Hall Level 1 | N2047 |
| Pressery | Beverages | North Hall Level 1 | N2113 |
| Detox Water | Beverages | North Hall Level 1 | N2116 |
| Fermalife | Beverages | North Hall Level 1 | N2121 |
| Veggie Noodle Co. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2209 |
| Blendtopia | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2217 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2228 |
| Modern Pod Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N2243 |
| Earth to Kids, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N2244 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N2328 |

Cultural Force: Tech Enablers

Macro Force – Our Flat Earth

Modern-day transportation and technology has completely globalized our food supply. An average of two-thirds of all countries' calories come from crops that aren't native to that country.* On one hand, this global interdependence is good for food accessibility and experimentation. But it also makes life more complicated for manufacturers and consumers to trace where ingredients come from. In the U.S., global interconnectedness has also given way to a surge of interest in food experimentation.

Trends

- **Adventurous Palates**

Consumers craving for spicy and bold flavors continues to evolve, with a demand for regional flavors with unique ingredients and flavor profiles emerging.

- **Opportunity: Putting a Face on Our Farmers and Food System**

The most progressive companies don't just tell a story about their products, but rather start a dialog about the possibility of a better food system.

** International Center for Tropical Agriculture and the Global Crop Diversity Trust Study*

| Adventurous Palates | Category | Hall | Booth |
|-------------------------|--|-------------|-------|
| Lorissa's Kitchen | Meat, Dairy and Cheese | Arena | 124 |
| Lesley Stowe Fine Foods | Desserts, Confections and Snacks | Arena | 143 |
| Japan Gold USA | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Arena Lobby | 251 |
| WhiteWave Foods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall A | 513 |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Deep Foods Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 954 |
| Mishima Foods USA | Condiments, Sauces, Spices | Hall A | 1074 |
| Mutual Trading Co. Inc. | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Hall A | 1077 |
| Kashi | Frig or Frzn: Meals, Soups, Apps and Sides | Hall B | 1415 |
| Happy Snacks | Desserts, Confections and Snacks | Hall B | 1661 |
| Jayone Foods, Inc. | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1667 |
| ROOTED FOOD CO. LTD | Desserts, Confections and Snacks | Hall B | 1692 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Hall C | 2237 |
| Selina Naturally | Condiments, Sauces, Spices | Hall C | 2724 |
| Ancient Nutrition | Specialty Supplements; Sport Nutrition & Weight Management | Hall D | 4575 |

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| Adventurous Palates | Category | Hall | Booth |
|---|--|--------------------|-------|
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 4918 |
| Four Sigmatic | Beverages; Herbs & Botanicals | Hall E | 4994 |
| New England Herbal Foods LLC | Desserts, Confections and Snacks | Hall E | 5129 |
| Dahlicious, LLC | Meat, Dairy and Cheese | Hall E | 5169 |
| Pop Art Snacks | Desserts, Confections and Snacks | Hall E | 5252 |
| Temple Turmeric | Beverages | Hall E | 5284 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall E | 5344 |
| Blend LLC Sensible Foods / Barbacoa Sabor / Hip Chips | Meat, Dairy and Cheese | Hall E | 5543 |
| Mother-In-Law's Kimchi | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall E | 5555 |
| Bounce | Desserts, Confections and Snacks | Hall E | 5710 |
| Argania Butter | Desserts, Confections and Snacks | Level 300 Exhibits | 7305 |
| CHEVOO, Inc | Meat, Dairy and Cheese | Level 300 Exhibits | 7405 |
| Apiterra | Desserts, Confections and Snacks | Level 300 Exhibits | 7408 |
| Yoot Tea | Beverages | Level 300 Exhibits | 7822 |
| Aketta | Desserts, Confections and Snacks | Level 300 Exhibits | 7826 |
| Chill Pop Shop | Desserts, Confections and Snacks | Level 300 Exhibits | 8022 |
| Sunup Green Coffee | Beverages | Level 300 Exhibits | 8202 |
| Naughty Noah's Vietnamese Pho Noodles | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8218 |
| Humphry Slocombe Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8417 |

| Adventurous Palates | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Zoe's Meats | Meat, Dairy and Cheese | Level 300 Exhibits | 8604 |
| My/Mo Mochi Ice Cream | Desserts, Confections and Snacks | Level 300 Exhibits | 8618 |
| Toom Dips | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8814 |
| Hesco Food Industry Co. Ltd | Desserts, Confections and Snacks | Level 300 Exhibits | 8906 |
| Brooklyn Brine Co. | Condiments, Sauces, Spices | Level 300 Exhibits | 9101 |
| Greenday Global Co.,Ltd | Desserts, Confections and Snacks | Level 300 Exhibits | 9309 |
| Rare Hawaiian Honey Company | Condiments, Sauces, Spices | North Hall Level 2 | N111 |
| Soma Kombucha and Jun | Beverages | North Hall Level 2 | N131 |
| cruncha ma-me / Eda-Zen | Desserts, Confections and Snacks | North Hall Level 2 | N316 |
| One Culture Foods | Condiments, Sauces, Spices | North Hall Level 2 | N321 |
| The Healthy Crunch Company | Desserts, Confections and Snacks | North Hall Level 2 | N414 |
| K-Mama Sauce, LLC | Condiments, Sauces, Spices | North Hall Level 2 | N447 |
| Straw Propeller Gourmet Foods | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 2 | N546 |
| 24 Mantra Organic | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | North Hall Level 2 | N615 |
| Balance Water | Beverages | North Hall Level 2 | N701 |
| Wooden Table Baking Co. | Desserts, Confections and Snacks | North Hall Level 2 | N737 |
| Runamok Maple | Condiments, Sauces, Spices | North Hall Level 2 | N745 |
| Crunchsters Inc | Desserts, Confections and Snacks | North Hall Level 2 | N747 |
| Chasi | Beverages | North Hall Level 2 | N828 |

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| Adventurous Palates | Category | Hall | Booth |
|--|--|--------------------|-------|
| Mike's Hot Honey | Condiments, Sauces, Spices | North Hall Level 2 | N909 |
| Imuraya USA, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1225 |
| Wang Globalnet | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Desserts, Confections and Snacks | North Hall Level 1 | N1307 |
| Three Jerks Jerky | Meat, Dairy and Cheese | North Hall Level 1 | N1412 |
| Pure Traditions | Condiments, Sauces, Spices | North Hall Level 1 | N1429 |
| Improper Goods, LLC | Beverages | North Hall Level 1 | N1430 |
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1608 |
| SUJI'S KOREAN CUISINE | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1710 |
| Uncle Dougie's | Condiments, Sauces, Spices | North Hall Level 1 | N1746 |
| Opimus Co., Ltd | Desserts, Confections and Snacks | North Hall Level 1 | N1828 |
| Pok Pok Som | Beverages | North Hall Level 1 | N2022 |
| Yai's Thai | Condiments, Sauces, Spices | North Hall Level 1 | N2139 |
| Goodio | Desserts, Confections and Snacks | North Hall Level 1 | N2340 |
| Opportunity: Putting a Face on Our Farmers and Food System | Category | Hall | Booth |
| Atacora | Desserts, Confections and Snacks; Herbs & Botanicals | Arena | 107 |
| Silver Hills Bakery | Desserts, Confections and Snacks | Hall A | 304 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall A | 434 |
| Little Northern Bakehouse | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 556 |

| Opportunity: Putting a Face on Our Farmers and Food System | | | |
|--|--|--------|-------|
| | Category | Hall | Booth |
| World Fare Foods | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall A | 813 |
| Coleman Natural Foods | Meat, Dairy and Cheese | Hall A | 908 |
| Kettle Brand | Desserts, Confections and Snacks | Hall A | 915 |
| PopCorners | Desserts, Confections and Snacks | Hall A | 1084 |
| Organic Valley | Meat, Dairy and Cheese | Hall B | 1737 |
| One Degree Organic Foods | Desserts, Confections and Snacks | Hall B | 1756 |
| Canaan Fair Trade | Condiments, Sauces, Spices | Hall B | 1869 |
| Patagonia Provisions | Shelf Stable: Meals, Soups, Apps and Sides | Hall B | 1891 |
| Alter Eco | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall B | 1962 |
| Straus Family Creamery | Meat, Dairy and Cheese | Hall B | 2104 |
| Uncle Matt's Organic, Inc. | Beverages | Hall C | 2109 |
| Urban Moonshine | Beverages | Hall C | 2212 |
| Kiwa | Desserts, Confections and Snacks | Hall C | 2426 |
| Feelgoodz | Textiles/Clothing | Hall C | 2444 |
| Burt's Bees, Inc. | Makeup; Skin Care; Hair Care; Oral Care | Hall C | 2633 |
| Rebel Green | Cleaning Products | Hall C | 2668 |
| Pacha Soap Co | Skin Care | Hall C | 2783 |
| Weleda | Skin Care; Oral Care; Hygiene | Hall C | 2950 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall C | 3044 |

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| Opportunity: Putting a Face on Our Farmers and Food System | Category | Hall | Booth |
|--|--|--------------------|-------|
| Herb Pharm | Herbs & Botanicals | Hall D | 4153 |
| Gaia Herbs, Inc. | Herbs & Botanicals | Hall D | 4353 |
| Lost Coast Roast | Beverages | Hall E | 4900 |
| Divine Chocolate | Desserts, Confections and Snacks | Hall E | 4974 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 5091 |
| Cabot Creamery Cooperative | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall E | 5444 |
| Kuli Kuli | Sport Nutrition & Weight Management | Hall E | 5483 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 5527 |
| Cynara | Condiments, Sauces, Spices | Hall E | 5531 |
| Counter Culture Coffee | Beverages | Hall E | 5545 |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Hall E | 5722 |
| Setton Pistachio of Terra Bella, Inc | Desserts, Confections and Snacks | Hall E | 5727 |
| Jeni's Splendid Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 5798 |
| Little Red Dot Kitchen, LLC | Meat, Dairy and Cheese | Level 300 Exhibits | 7501 |
| Sun Fed Ranch | Meat, Dairy and Cheese | Level 300 Exhibits | 7805 |
| Cisse Cocoa Company | Desserts, Confections and Snacks | Level 300 Exhibits | 7811 |
| JusTea | Beverages | Level 300 Exhibits | 8216 |
| Homegrown Organic Farms | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8321 |
| LoveTheWild | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 Exhibits | 8719 |

| Opportunity: Putting a Face on Our Farmers and Food System | | | |
|--|--|--------------------|-------|
| | Category | Hall | Booth |
| Sol Simple, LLC | Desserts, Confections and Snacks | Level 300 Exhibits | 8820 |
| Fatworks | Condiments, Sauces, Spices | Level 300 Exhibits | 9100 |
| Loving Earth | Desserts, Confections and Snacks | Level 300 Exhibits | 9500 |
| American Tuna Inc. | Meat, Dairy and Cheese | North Hall Level 2 | N511 |
| Sioux Honey Association | Condiments, Sauces, Spices | North Hall Level 2 | N626 |
| Fishpeople | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N736 |
| Once Upon a Farm | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 2 | N800 |
| K'UL Foods LLC | Desserts, Confections and Snacks | North Hall Level 2 | N1005 |
| Level Ground Trading | Beverages | North Hall Level 2 | N1007 |
| Wize Monkey | Beverages | North Hall Level 2 | N1022 |
| Serenity Kids Baby Food | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1245 |
| Verlasso Salmon | Meat, Dairy and Cheese | North Hall Level 1 | N1300 |
| Bee Bella, LLC | Makeup | North Hall Level 1 | N1434 |
| Bioterraneo | Shelf Stable: Meals, Soups, Apps and Sides | North Hall Level 1 | N1504 |
| La Abuela Carmen | Condiments, Sauces, Spices | North Hall Level 1 | N1504 |
| Salty Girl Seafood, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | North Hall Level 1 | N1643 |
| Mavuno Harvest | Desserts, Confections and Snacks | North Hall Level 1 | N2010 |
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