



Welcome to Natural Products Expo East 2016!

The purpose of this guidebook is to help maximize your Expo East experience. Throughout this book we will share with you the forces and trends shaping the industry and highlight a carefully curated list of companies and their products, ingredients and practices that we've found to be particularly relevant.

This guidebook details the key macro forces along with corresponding trends, a focused list of products and companies and their category and booth numbers. We encourage you to refer to this guide often throughout Expo East so you don't miss out on discovering new and emerging trends that can propel your innovation efforts forward.

NEXT is the Data & Insights division of New Hope Network, the producers of Natural Products Expos East and West. 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.



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Wishing you a productive and successful Expo East!

Mark Mallardi

424.241.8204

mmallardi@newhope.com

Tara Burkley

303.998.9316

tburkley@newhope.com



New Hope
NETWORK.

Drawing from the **2017 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 – A cultural awakening is the spread through a population of awareness of issues previously unknown to individuals. For the past decade the internet and social media have accelerated the spread of awareness of many issues related to health, environment, agriculture and social issues. Today we see these issues tipping to a point where they are beginning to reshape industries and consumer decision making.

- **Business Awakening:** Among businesses and within our work lives, this awakening is taking the form of more conscious and authentic business values and leadership practices.
- **Consumer Awakening:** Among consumers there is an evolution towards conscious consumption and a greater awareness of issues related to personal, social, and environmental health.

2: Challenges of Modern Life – Ever connected and disconnected at the same time; more information, more stress and a faster pace of life are increasing the strain on our finite resources. We are adapting to the realities of an evolving economy, new

technology, and the compounding health, social and environmental problems of the personal lifestyle choices and extraction-oriented practices which have driven the global industrial revolution.

3: Tech Enablers – Our connected world is generating exciting new opportunities; opportunities to explore and learn, to innovate and improve the way businesses is done, and the opportunities to identify new solutions to the problems we face. With the right perspective there is much to be excited about.

THE MACRO FORCES

Business Awakening

Authentic Leadership: There are signs that business culture is changing. Mission statements, leadership and team building are starting to look a little different, reflecting a shift toward more authentic, conscious and values-driven practices.

Redefining Stakeholder Value: Outstanding natural brands empower customers, suppliers, employees and business partners to also become agents of change by working with them.

Mainstream Tipping Point: No longer the ugly duckling, today's natural products industry is seen as the driving force for growth and connection to changing consumer values. Increasingly, today's natural products Industry is seen as the future of food and consumer goods.

Consumer Awakening

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.

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.

Conscious Consumption: Keeping up with the conscious consumer calls on agility and creativity and delivers a new bottom line: purpose.

Beyond Nutrition: It's an exciting time to be a food or supplement maker, as the market is ripe with consumers seeking nutrition for many reasons – from inward focused goals like self-healing, disease prevention, and performance optimization, to outward focused goals like social, ethical or environmental enrichment.

Challenges of Modern Life

Modern Meal: Martha Stewart's recipe for 9-minute one-pot pasta has been viewed over 1.4 million times on YouTube. The idea of streamlining your life has bled into the food industry, and contributed to the rise of products that help us make healthy meals, shop wisely in the grocery store and order pre-prepared meal kits.

Climate of Change: Agriculture enters climate change discussions as both victim and solution—just in time to feed an exponentially growing population.

Tech Enablers

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

Food Tech 3.0: Through initiatives bold and high-tech we may overcome many social, environmental and food security problems.

Authentic Leadership

There are signs that business culture is changing. Mission statements, leadership and team building are starting to look a little different, reflecting a shift toward more authentic, conscious and values-driven practices.

Redefining Stakeholder Value

Outstanding natural brands empower customers, suppliers, employees and business partners to also become agents of change by working with them.

Mainstream Tipping Point

No longer the ugly duckling, today's natural products industry is seen as the driving force for growth and connection to changing consumer values. Increasingly, today's natural products industry is seen as the future of food and consumer goods.

Purposeful Brands

With the health benefits of probiotics
In a crowded marketplace historically dominated by shallow, feature-oriented brands "standing for something" stands out. Values- and mission-based brands break through, connect and engage with consumers by helping them do good with their purchasing power.

"Big" Progress for Natural and Organic

Once unassailable market leaders, Big CPG is increasingly finding it difficult to keep up with the changing consumer landscape. Those most likely to remain relevant are taking aggressive steps to modernize their brands and broaden their portfolios.

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.

Purposeful Brands	Category	Booth
Yumbutter*	Snacks	9100
Project 7 Inc	Snacks	8918
Tanka Bar*	Snacks	8907
Hip Chick Farms	Breakfast Foods · Refrigerated & Frozen	8802
Dave's Killer Bread	Soups, Salads, Sides & Pastas	8800
Back to the Roots*	Soups, Salads, Sides & Pastas	8709
Peaceful Fruits	Snacks	8628
I Won Nutrition	Snacks	8619
TruVibe Organics	Soups, Salads, Sides & Pastas	8605
Sol Simple	Snacks	8321
Atacora	Snacks	8311
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
Sunshine Nut Company	Snacks	8241
Boxed Water is Better	Beverages	8224
Sri Lanka Gold	Beverages	8220
DRINKmaple	Beverages	8207
Harmless Harvest	Beverages	2007
B'More Organic	Beverages	1800
Runa	Beverages	1707
Wholesome Sweeteners	Baking Goods	1317
Beyond Meat	Breakfast Foods · Refrigerated & Frozen	1137
Plum Organics*	Baby Food	1008
Honey Drop*	Beverages	949

* See section appendix for brand name / company name (page 6)

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Purposeful Brands	Category	Booth
Lotus Foods	Soups, Salads, Sides & Pastas	916
Café Kreyol	Beverages	856
Vita Coco*	Beverages	753
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
Maple Hill Creamery	Beverages · Breakfast Foods · Refrigerated & Frozen	406
Blue Marble Ice Cream	Breakfast Foods · Refrigerated & Frozen	108
The B-Corp Revolution	Category	Booth
Yumbutter*	Snacks	9100
Emmy's Organics	Snacks	8900
Titan Tea*	Beverages	8602
Love Child Organics	Baby Food	8509
Teatulia Organic*	Beverages	8313
Prana*	Snacks	6825
Manitoba Harvest Hemp Foods	Snacks	2222
B'More Organic	Beverages	1800
Hilary's*	Breakfast Foods · Refrigerated & Frozen · Soups, Salads, Sides & Pastas	1731
BARE Snacks	Snacks	1155
Plum Organics*	Baby Food	1008
"Big" Progress for Natural and Organic	Category	Booth
Good Culture	Breakfast Foods · Refrigerated & Frozen	8618

* See section appendix for brand name / company name (page 6)

"Big" Progress for Natural and Organic	Category	Booth
Kite Hill	Breakfast Foods • Refrigerated & Frozen	8262
Tio Gazpacho*	Soups, Salads, Sides & Pastas	8251
Vega*	Snacks	5620
Hansen's Natural*	Beverages	2205
Honest Tea*	Beverages	2105
Odwalla*	Beverages • Snacks	1423
Krave*	Snacks	1234
Beyond Meat	Breakfast Foods • Refrigerated & Frozen	1137
Zuke's*	Pet	1030
Plum Organics*	Baby Food	1008
Enjoy Life Foods*	Snacks	831
Justin's*	Breakfast Foods • Refrigerated & Frozen • Snacks	545
EPIC Provisions*	Snacks	448
Stonyfield Farm*	Breakfast Foods • Refrigerated & Frozen	411
Rhythm Superfoods	Snacks	343
Suja	Beverages	309
Liberte Yogurt*	Breakfast Foods • Refrigerated & Frozen	240
Cascadian Farm*	Breakfast Foods • Refrigerated & Frozen	227-230
Muir Glen*	Soups, Salads, Sides & Pastas	227-230
LaraBar*	Snacks	227-230
Food Should Taste Good*	Snacks	227-230

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Brand Name	Company Name
Annie's, Inc	General Mills
Back to the Roots	BTTR Ventures, LLC
Cascadian Farm	General Mills
Enjoy Life Foods	Mondelez
EPIC Provisions	General Mills
Food Should Taste Good	General Mills
Hansen's Natural	Coca-Cola Company
Hilary's	Drink Eat Well
Honest Tea	Coca-Cola Company
Honey Drop	Birch B LLC
Immaculate Baking	General Mills
Jackfruit Company	Global Village Fruit
Justin's	Hormel
Krave	Hershey
LaraBar	General Mills
Liberte Yogurt	General Mills
Mountain Hight Yogurt	General Mills
Muir Glen	General Mills
Odwalla	Coca-Cola Company
Organic Valley	CROOP Cooperative
Plum Organics	Campbell's Foods
Prana	Prana Biovegan Inc

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Brand Name	Company Name
Stonyfield Farm	Danone
Tanka Bar	Native American Natural Foods
Teatulia Organic	Agneta LLC
Tio Gazpacho	Tio Foods LLC
Titan Tea	Chill Brands LLC
Vega	WhiteWave / Danone
Vita Coco	All Market, Inc
Wallaby Yogurt	Wallaby Yogurt
Yumbutter	Om Boys Food Movement
Zuke's	Purina

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.

Clean Label

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

Verified Brand

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

Traceability

Helping shoppers trace the origins of their product fosters a deeper connection with the brand. It builds trust in the product, process and sourcing, allowing the consumer to feel confident in the quality and impact of their purchase.

Clean Label	Category	Booth
Hip Chick Farms	Breakfast Foods • Refrigerated & Frozen	8802
RxBar*	Snacks	8712
Back to the Roots*	Soups, Salads, Sides & Pastas	8709
Peaceful Fruits	Snacks	8628
Sol Simple	Snacks	8321
Jackfruit Company*	Breakfast Foods • Refrigerated & Frozen	8257
Tio Gazpacho*	Soups, Salads, Sides & Pastas	8251
World of Chia*	Soups, Salads, Sides & Pastas	8238
Biena Snacks	Snacks	8215
Wyse Organics	Breakfast Foods • Refrigerated & Frozen	8149
Living Raw	Snacks	8134
The Greater Knead	Breakfast Foods • Refrigerated & Frozen	8127
Prana*	Snacks	6825
Veggie Noodle Co.	Soups, Salads, Sides & Pastas	6817
Plant Based Foods, Inc	Soups, Salads, Sides & Pastas	6785
Zing Bars	Snacks	2111
Hilary's*	Breakfast Foods • Refrigerated & Frozen • Soups, Salads, Sides & Pastas	1731
Runa	Beverages	1707
Against the Grain Gourmet	Breakfast Foods • Refrigerated & Frozen	1629
One Degree Organic Foods*	Breakfast Foods • Refrigerated & Frozen	1508
BARE Snacks	Snacks	1155
Upton's Naturals	Breakfast Foods • Refrigerated & Frozen	1139

* See section appendix for brand name / company name (page 14)

Clean Label	Category	Booth
Hail Merry	Snacks	1137
Two Moms in the Raw	Snacks	1007
Miyoko's Kitchen	Breakfast Foods · Refrigerated & Frozen	953
PUR Gum*	Snacks	951
Follow your Heart	Breakfast Foods · Refrigerated & Frozen · Snacks · Soups, Salads, Sides & Pastas	932
Five Star Foodies	Beverages · Breakfast Foods · Refrigerated & Frozen	854
Cappello's Gluten Free	Soups, Salads, Sides & Pastas	846
Non Lim	Breakfast Foods · Refrigerated & Frozen	844
Perfect Bar	Snacks	837
Firehook Bakery	Snacks	327
Traceability	Category	Booth
REBBL	Beverages	8804
Back to the Roots*	Soups, Salads, Sides & Pastas	8709
Teatulia Organic*	Beverages	8313
The Real Co.	Soups, Salads, Sides & Pastas	8144
Evolution Salt Co	Soups, Salads, Sides & Pastas	3707
Australis Aquaculture	Breakfast Foods · Refrigerated & Frozen	1634
One Degree Organic Foods*	Breakfast Foods · Refrigerated & Frozen	1508
Café Kreyol	Beverages	856
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
Quinn Popcorn*	Snacks	144

* See section appendix for brand name / company name (page 14)

Verified Brand	Category	Booth
Paramount Coffee Company	Beverages	9004
Hip Chick Farms	Breakfast Foods · Refrigerated & Frozen	8802
Freedom Foods	Breakfast Foods · Refrigerated & Frozen · Snacks	8600
Sol Simple	Snacks	8321
Teatulia Organic*	Beverages	8313
Sierra Nevada Cheese Company	Breakfast Foods · Refrigerated & Frozen	8247
The Piping Gourmets*	Snacks	8229
Biena Snacks	Snacks	8215
eatingEVOLVED	Snacks	8201
MadeGood Foods*	Snacks	8133
Sustainable Indulgence, LLC	Snacks	6787
Harmless Harvest	Beverages	2007
B'More Organic	Beverages	1800
Runa	Beverages	1707
Barney & Co California	Snacks	1431
Hail Merry	Snacks	1137
Dandies Marshmallows	Snacks	1035
Follow your Heart	Breakfast Foods · Refrigerated & Frozen · Snacks · Soups, Salads, Sides & Pastas	932
Green Mustache*	Beverages · Snacks	845
Enjoy Life Foods*	Snacks	831
Andean Naturals	Soups, Salads, Sides & Pastas	711

* See section appendix for brand name / company name (page 14)

Verified Brand	Category	Booth
Justin's*	Breakfast Foods · Refrigerated & Frozen · Snacks	545
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
Organic Gemini Tigernuts*	Beverages	408
Beanfields Snacks	Snacks	323

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Brand Name	Company Name
Back to the Roots	BTTR Ventures, LLC
Enjoy Life Foods	Mondelez
Green Moustache	Athena Brands, Inc
Hilary's	Drink Eat Well
World of Chia	Space Enterprises LLC
Prana	Prana Biovegan Inc
Hilary's	Drink Eat Well
Jackfruit Company	Global Village Fruit
Justin's	Hormel
MadeGood Foods	Riverside Natural Foods
Organic Valley	CROOP Cooperative
MadeGood Foods	Riverside Natural Foods
Non Lim	Nona Lim
One Degree Organic Foods	Vibrant Health Products
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Organic Valley	CROOP Cooperative
Prana	Prana Biovegan Inc
PUR Gum	Action Candy Company LTD
Quinn Popcorn	Quinn Snacks
RxBar	Chicago Bar Company LLC
Teatulia Organic	Agneta LLC
The Piping Gourmets	Batter Up LLC

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Brand Name	Company Name
Tio Gazpacho	Tio Foods LLC
World of Chia	Space Enterprises LLC

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.

Superfoods

A growing focus on nutrients and antioxidants helps create a new class of nutrient-dense food heroes with some companies even creating products that combine several superfood ingredients into one product.

Pulses & Beans

Beans have a lot going for them, including a satiating mix of fiber and protein and are helping to reinvigorate products in unexpected ways.

Natural Fats

No longer afraid of all fats, consumers are looking for plant-based sources like coconut and avocado in addition to animal-based sources like duck and lard for nutrition & satiety.

Time-Tested Ingredients

Getting back to the basics with clean & simple ingredients that our ancestors may have used and that are often sourced from other cultures and countries.

Adaptogenic Herbs

With stress as a common side effect of our increasingly complex lives, there is growing interest in herbs that support adrenal function and help the body adapt to and reduce stress.

Vinegar

Given its health and digestive benefits as well as a growing appreciation for less sweet and more savory tastes, vinegar appears poised to become cool again.

Sprouted

Demand for nutrient-dense, low-allergen, easily-digestible foods is giving sprouted grains, beans and nuts a second run at gaining market traction.

Fermented Foods

With the health benefits of probiotics now widely accepted, consumers are looking beyond supplements and yogurt toward heritage foods and beverages while entrepreneurs are experimenting with new, innovative formats.

Superfoods	Category	Booth
Yumbutter*	Snacks	9100
Amafruits	Breakfast Foods · Refrigerated & Frozen	8810
REBBL	Beverages	8804
My Superfoods	Snacks	8801
Paleo Passion Foods	Breakfast Foods · Refrigerated & Frozen	8722
Peaceful Fruits	Snacks	8628
Health Warrior	Snacks	8614
TruVibe Organics	Soups, Salads, Sides & Pastas	8605
Atacora	Snacks	8311
Javazen	Beverages	8242
World of Chia*	Soups, Salads, Sides & Pastas	8238
Harvest Soul LLC	Beverages	8237
Curate Snacks*	Snacks	8142
Prana*	Snacks	6825
Healthy Skoop*	Beverages	6820
Sustainable Indulgence, LLC	Snacks	6787
Good Health Cocoa	Snacks	6784
Amazing Grass	Beverages · Snacks	6430
Bai	Beverages	1152
Orgain	Beverages	1134
Green Moustache*	Beverages · Snacks	845
Perfect Bar	Snacks	837
Temple Turmeric	Beverages	807

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Superfoods	Category	Booth
Acai Roots	Beverages · Breakfast Foods · Refrigerated & Frozen	611
Alive and Radiant Foods	Snacks	557
Pulses & Beans	Category	Booth
Chaata Company	Beverages · Snacks	9012
Vana Life Foods	Soups, Salads, Sides & Pastas	8613
Pure Genius Provisions	Snacks	8610
Freedom Foods	Breakfast Foods · Refrigerated & Frozen · Snacks	8600
Biena Snacks*	Snacks	8215
Calbee North America, LLC	Snacks	2800
Maya Kaimal Fine Indian Foods	Snacks, Soups, Salads, Sides & Pastas	2406
Hilary's*	Breakfast Foods · Refrigerated & Frozen · Soups, Salads, Sides & Pastas	1731
Banza	Soups, Salads, Sides & Pastas	1635
Beanitos, The Original Bean Chip	Snacks	1056
Enjoy Life Foods*	Snacks	831
Beanfields Snacks	Snacks	323
Explore Cuisine	Soups, Salads, Sides & Pastas	206
Natural Fats	Category	Booth
Tin Star Foods	Soups, Salads, Sides & Pastas	8915
4th & Heart	Baking Goods	8510
Jackson's Honest	Snacks	8400
Coffee Blocks	Beverages	8265

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Natural Fats	Category	Booth
Calavo Foods	Soups, Salads, Sides & Pastas	8252
eatingEVOLVED	Snacks	8201
Cave Shake	Beverages	6828
Karma Nuts	Snacks	6753
Chosen Foods LLC	Soups, Salads, Sides & Pastas	3208
Odwalla*	Beverages · Snacks	1423
Miyoko's Kitchen	Breakfast Foods · Refrigerated & Frozen · Snacks	953
Justin's*	Breakfast Foods · Refrigerated & Frozen · Snacks	545
EPIC Provisions*	Snacks	448
Maple Hill Creamery	Beverages · Breakfast Foods · Refrigerated & Frozen	406
LaraBar*	Snacks	227-230
Time-Tested Ingredients	Category	Booth
My Superfoods	Snacks	8801
4th & Heart	Baking Goods	8510
Sunshine Nut Company	Snacks	8241
Path of Life*	Breakfast Foods · Refrigerated & Frozen	8225
Curate Snacks*	Snacks	8142
Mother-in-Law's Kimchi	Soups, Salads, Sides & Pastas	8138
Vega*	Snacks	5620
Good Food Made Simple	Breakfast Foods · Refrigerated & Frozen	2409
Cucina & Amore*	Soups, Salads, Sides & Pastas	1830

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Time-Tested Ingredients	Category	Booth
Living Intentions	Snacks	1816
Bob's Red Mill	Baking Goods	1723
One Degree Organic Foods*	Breakfast Foods - Refrigerated & Frozen	1508
Wholesome Sweeteners	Baking Goods	1317
Melanie's Medleys*	Breakfast Foods - Refrigerated & Frozen	1160
Upton's Naturals	Breakfast Foods - Refrigerated & Frozen	1139
Orgain	Beverages	1134
Goodie Girl*	Soups, Salads, Sides & Pastas	1052
Cappello's Gluten Free	Soups, Salads, Sides & Pastas	846
Green Moustache*	Beverages, Snacks	845
Perfect Bar	Snacks	837
Temple Turmeric	Beverages	807
Andean Naturals	Soups, Salads, Sides & Pastas	711
Organic Gemini Tigernuts*	Beverages	408
I Heart Keenwah*	Snacks	324
LaraBar*	Snacks	227-230
NurturMe*	Baby Food	136
Adaptogenic Herbs	Category	Booth
Lotus Elixirs	Beverages	9204
REBBL	Beverages	8804
Buddha Teas	Beverages	8270
Host Defense*	Beverages	6022
Temple Turmeric	Beverages	807

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Vinegar	Category	Booth
Fire Cider*	Beverages	8727
CideRoad LLC	Beverages	8119
Kevita	Beverages	809
Temple Turmeric	Beverages	807
Forager Project	Beverages · Snacks	345
Sprouted	Category	Booth
Goodness Grainless	Snacks	8711
Mother In Law's Kimchi	Soups, Salads, Sides & Pastas	8138
Berlin Natural Bakery	Soups, Salads, Sides & Pastas	2705
Living Intentions	Snacks	1816
Alvarado Street Bakery	Soups, Salads, Sides & Pastas	1717
Food for Life	Soups, Salads, Sides & Pastas	1535
One Degree Organic Foods*	Breakfast Foods · Refrigerated & Frozen	1508
Goodie Girl*	Soups, Salads, Sides & Pastas	1052
Two Moms in the Raw	Snacks	1007
Way Better Snacks*	Snacks	632
Everspring Farms LTD	Soups, Salads, Sides & Pastas	133
Fermented Foods	Category	Booth
Chaat Company	Beverages · Snacks	9012
SoTru	Breakfast Foods · Refrigerated & Frozen	8514
Bao Food and Drink	Beverages · Soups, Salads, Sides & Pastas	8504
Mother-in-Law's Kimchi	Beverages · Soups, Salads, Sides & Pastas	8138

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Fermented Food	Category	Booth
Divine Health	Beverages	8137
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Cultures for Health	Beverages · Breakfast Foods · Refrigerated & Frozen, Snacks	1045
Maple Hill Creamery	Beverages · Breakfast Foods · Refrigerated & Frozen	406
IDO Tea	Beverages	360
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Bubbies of San Francisco Inc	Soups, Salads, Sides & Pastas	235
Blue Hill	Snacks	224

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Brand Name	Company Name
Biena Snacks	Biena Foods
Cucina & Amore	Int'l Delicacies
Curate Snacks	Abbott Nutrition
Enjoy Life Foods	Mondelez
EPIC Provisions	General Mills
Enjoy Life Foods	Mondelez
Fire Cider	Shire City Herbals
Goodie Girl	Toufayan
Green Moustache	Athena Brands, Inc
Healthy Skoop	Skoop, LLC
Hilary's	Drink Eat Well
Host Defense	Fungi Perfecti LLC
I Heart Keenwah	Keen-Wah LLC
Jacob's Raw Fermented Foods	Zukay Live Foods, LLC
Justin's	Hormel
LaraBar	General Mills
Melanie's Medleys	Don's Food Products
NurturMe	Freed Foods
Odwalla	Coca-Cola Company
One Degree Organic Foods	Vibrant Health Products
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Path of Life	Harvest Food Group

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Conscious Consumption

Keeping up with the conscious consumer calls on agility and creativity and delivers a new bottom line: purpose.

Socially Aware Consumers

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

Sustainable Sourcing

From considerations about how and where raw materials are grown, sourced and processed to employee wages, there's a growing focus on sourcing raw materials responsibly and sustainably.

Regeneration

Supporting the regenerative agriculture movement can enable a brand to connect with a diverse range of value(s) shoppers; including the socially, environmentally, nutrition aware consumer. As consumers become more food-educated, some feel the organic standard doesn't go far enough to protect animals and natural resources.

Compostable Packaging

Compostable packaging allows consumers to reduce waste and feel better about their purchase decisions.

Repurposed Ingredients

Companies are challenging the perception of waste. They are finding clever ways to reduce the waste stream and give new life to byproducts and waste materials.

The Socially Aware Consumer	Category	Booth
Yumbutter*	Snacks	9100
Project 7 Inc	Snacks	8918
Dave's Killer Bread	Soups, Salads, Sides & Pastas	8800
Peaceful Fruits	Snacks	8628
SeaSnax	Snacks	8615
Love Child Organics	Baby Food	8509
Sol Simple	Snacks	8321
Teatulia Organic*	Beverages	8313
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
Sunshine Nut Company	Snacks	8241
The Real Co.	Soups, Salads, Sides & Pastas	8144
Healthy Skoop*	Beverages	6820
Harmless Harvest	Beverages	2007
Bob's Red Mill	Baking Goods	1723
BARE Snacks	Snacks	1155
Plum Organics*	Baby Food	1008
Birch B LLC	Beverages	949
Café Kreyol	Beverages	856
Vita Coco*	Beverages	753
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
Late July Snacks	Beverages	317

* See section appendix for brand name / company name (page 32)

Sustainable Sourcing	Category	Booth
REBBL	Beverages	8804
Peaceful Fruits	Snacks	8628
Sol Simple	Snacks	8321
Teatulia Organic*	Beverages	8313
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
Sri Lanka Gold	Beverages	8220
Big Tree Farms	Snacks · Soups, Salads, Sides & Pastas	6773
Vega*	Snacks	5620
Evolution Salt Co	Soups, Salads, Sides & Pastas	3707
Harmless Harvest	Beverages	2007
B'More Organic	Beverages	1800
Runa	Beverages	1707
Australis Aquaculture	Breakfast Foods · Refrigerated & Frozen	1634
Lotus Foods	Soups, Salads, Sides & Pastas	916
Café Kreyol	Beverages	856
Vita Coco*	Beverages	753
Andean Naturals	Soups, Salads, Sides & Pastas	711
Justin's*	Breakfast Foods · Refrigerated & Frozen · Snacks	545
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
EPIC Provisions*	Snacks	448
I Heart Keenwah*	Snacks	324
Bonafide Provisions Bone Broth	Soups, Salads, Sides & Pastas	231

* See section appendix for brand name / company name (page 32)

Sustainable Sourcing	Category	Booth
Cascadian Farm*	Breakfast Foods · Refrigerated & Frozen	227-230
Blue Hill	Snacks	224
Regeneration	Category	Booth
Back to the Roots*	Soups, Salads, Sides & Pastas	8709
Teatulia Organic*	Beverages	8313
One Degree Organic Foods*	Breakfast Foods · Refrigerated & Frozen	1508
Organic India	Beverages	1415
Lundberg Family Farms	Snacks · Soups, Salads, Sides & Pastas	1413
Wholesome Sweeteners	Baking Goods	1317
Temple Turmeric	Beverages	807
EPIC Provisions*	Snacks	448
Compostable Packaging	Category	Booth
Focus Nutrition	Snacks	8701
Peaceful Fruits	Snacks	8628
Teatulia Organic*	Beverages	8313
Greenlid	Home Goods	6770
Bee's Wrap	Home Goods	4528
Organic Essense	Personal Care	3406
Naty by Nature Babycare*	Personal Care	3307
ALOHA	Beverages · Snacks	962
Quinn Popcorn*	Snacks	144
Repurposed Ingredients	Category	Booth
Back to the Roots*	Soups, Salads, Sides & Pastas	8709

* See section appendix for brand name / company name (page 32)

Repurposed Ingredients	Category	Booth
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Bai	Beverages	1152
Vita Coco*	Beverages	753
Forager Project	Beverages · Snacks	345
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328

* See section appendix for brand name / company name (page 32)

APPENDIX

Brand Name	Company Name
Back to the Roots	BTTR Ventures, LLC
Cascadian Farm	General Mills
EPIC Provisions	General Mills
Healthy Skoop	Skoop, LLC
I Heart Keenwah	Keen-Wah LLC
Jackfruit Company	Global Village Fruit
Justin's	Hormel
Naty by Nature Babycare	Naty AB
One Degree Organic Foods	Vibrant Health Products
Organic Valley	CROOP Cooperative
Plum Organics	Campbell's Foods
Quinn Popcorn	Quinn Snacks
Teatulia Organic	Agneta LLC
Vega	WhiteWave / Danone
Vita Coco	All Market, Inc
Yumbutter	Om Boys Food Movement

Beyond Nutrition

It's an exciting time to be a food or supplement maker, as the market is ripe with consumers seeking nutrition for many reasons - from inward focused goals like self-healing, disease prevention, and performance optimization, to outward focused goals like social, ethical or environmental enrichment.

Vegan

The core definition for the vegan food tribe hasn't changed, though today the values of a vegan or plant-based diet resonate with a much wider audience. Today health issues, animal welfare, lean ingredients, and environmental responsibility drive engagement in vegan, vegetarian and flexitarian diets.

Zero Waste

The extreme behaviors of zero waste tribe members offer inspiration for others looking to reduce their contribution to waste and environmental contamination. Zero Wasters live by the 5 Rs: Refuse, Reduce, Reuse, Recycle, and Rot.

Healing Diets

When it comes to the leading causes of premature death and disease, what we eat ranks as the most important factor. Using food to prevent and treat ailments appeals to a growing number of consumers who just want to feel better.

Gut Health

The definition of gut health is expanding from the limited focus on comfort and mobility to include a broader focus on nutrition, inflammation, mental health, general health beyond the gut.

Avoidance Buying

For many, more engaged, aware shopping is triggered by concerns about individual ingredients. Label reading and ingredient avoidance has been the source of product reformulations, line extensions and the foundation of entire brands.

Vegan	Category	Booth
Heidi's Meatless Meatballs	Breakfast Foods · Refrigerated & Frozen	8812
Artisan Tropics LLC	Snacks	8714
Ripple	Beverages	8416
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
The Piping Gourmets*	Snacks	8229
Cave Shake	Beverages	6828
Prana*	Snacks	6825
Veggie Noodle Co.	Soups, Salads, Sides & Pastas	6817
Vega*	Snacks	5620
Coconut Organics	Snacks	2806
Upton's Naturals	Breakfast Foods · Refrigerated & Frozen	1139
Hail Merry	Snacks	1137
Orgain	Beverages	1134
Dandies Marshmallows	Snacks	1035
Two Moms in the Raw	Snacks	1007
ALOHA	Beverages · Snacks	962
Miyoko's Kitchen	Breakfast Foods · Refrigerated & Frozen · Snacks	953
Follow your Heart	Breakfast Foods · Refrigerated & Frozen · Snacks · Soups, Salads, Sides & Pastas	932
Five Star Foodies	Beverages · Breakfast Foods · Refrigerated & Frozen	854
Cappello's Gluten Free	Soups, Salads, Sides & Pastas	846
Green Moustache*	Beverages · Snacks	845

* See section appendix for brand name / company name (page 41)

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Vegan	Category	Booth
Califia Farms LP	Beverages	331
Zero Waste	Category	Booth
Back to the Roots*	Soups, Salads, Sides & Pastas	8709
Focus Nutrition	Snacks	8701
Boxed Water is Better	Beverages	8224
Farmhouse Culture	Beverages - Soups, Salads, Sides & Pastas	6824
Greenlid	Home Goods	6770
Bee's Wrap	Home Goods	4528
Organic Essense	Personal Care	3406
Naty by Nature Babycare*	Personal Care	3307
Bai	Beverages	1152
ALOHA	Beverages - Snacks	962
Vita Coco*	Beverages	753
WildBrine	Beverages - Soups, Salads, Sides & Pastas	328
Quinn Popcorn*	Snacks	144
Healing Diets	Category	Booth
Emmy's Organics	Snacks	8900
Base Culture	Snacks	8813
Bare Bones Broth	Soups, Salads, Sides & Pastas	8718
Artisan Tropics LLC	Snacks	8714
4th & Heart	Baking Goods	8510
Goldthread	Beverages	8282

* See section appendix for brand name / company name (page 41)

Healing Diets	Category	Booth
Coffee Blocks	Beverages	8265
eatingEVOLVED	Snacks	8201
Living Raw	Snacks	8134
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Veggie Noodle Co.	Soups, Salads, Sides & Pastas	6817
Sweet Eats, LLC	Snacks	6756
Bob's Red Mill	Baking Goods	1723
Hail Merry	Snacks	1137
Feel Good Foods	Breakfast Foods · Refrigerated & Frozen	1137
Two Moms in the Raw	Snacks	1007
Happy Cells, Inc	Beverages	959
Birch B LLC	Beverages	949
Cappello's Gluten Free	Soups, Salads, Sides & Pastas	846
Temple Turmeric	Beverages	807
EPIC Provisions*	Snacks	448
Organic Gemini Tigernuts*	Beverages	408
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Bonafide Provisions Bone Broth	Soups, Salads, Sides & Pastas	231
Gut Health	Category	Booth
JicaChips*	Snacks	8515

* See section appendix for brand name / company name (page 41)

Gut Health	Category	Booth
Bao Food and Drink	Beverages · Soups, Salads, Sides & Pastas	8504
Mother-in-Law's Kimchi	Soups, Salads, Sides & Pastas	8138
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Karma Wellness Water*	Beverages	6789
Truth Bar*	Snacks	6765
B'More Organic	Beverages	1800
Orgain	Beverages	1134
Organic Gemini Tigernuts*	Beverages	408
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Blue Hill	Snacks	224
Avoidance Buying	Category	Booth
Chaat Company	Beverages · Snacks	9012
CharmedBar LLC	Snacks	8905
FreskKids	Snacks	8723
Paleo Passion Foods	Breakfast Foods · Refrigerated & Frozen	8722
Pure Genius Provisions	Snacks	8610
Freedom Foods	Breakfast Foods · Refrigerated & Frozen · Snacks	8600
JicaChips*	Snacks	8515
Sol Simple	Snacks	8321

* See section appendix for brand name / company name (page 41)

Avoidance Buying	Category	Booth
MadeGood Foods*	Snacks	8321
Kidfresh	Breakfast Foods · Refrigerated & Frozen	8129
The Greater Knead	Breakfast Foods · Refrigerated & Frozen	8127
Otto's Naturals	Soups, Salads, Sides & Pastas	6796
Zing Bars	Snacks	2111
Element Snacks	Snacks	2009
Hilary's*	Breakfast Foods · Refrigerated & Frozen · Soups, Salads, Sides & Pastas	1731
Hail Merry	Snacks	1137
Feel Good Foods	Breakfast Foods · Refrigerated & Frozen	1137
Dandies Marshmallows	Snacks	1035
Two Moms in the Raw	Snacks	1007
Follow your Heart	Breakfast Foods · Refrigerated & Frozen · Snacks · Soups, Salads, Sides & Pastas	932
Enjoy Life Foods*	Snacks	831
Veggie Fries*	Breakfast Foods · Refrigerated & Frozen	330

* See section appendix for brand name / company name (page 41)

APPENDIX

Brand Name	Company Name
Back to the Roots	BTTR Ventures, LLC
Enjoy Life Foods	Mondelez
EPIC Provisions	General Mills
Green Moustache	Athena Brands, Inc
Hilary's	Drink Eat Well
Jackfruit Company	Global Village Fruit
Jacob's Raw Fermented Foods	Zukay Live Foods, LLC
JicaChips	Orto Foods
Karma Wellness Water	Karma Culture
MadeGood Foods	Riverside Natural Foods
Naty by Nature Babycare	Naty AB
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Prana	Prana Biovegan Inc
Quinn Popcorn	Quinn Snacks
The Piping Gourmets	Batter Up LLC
Truth Bar	Forte Powerfoods, LLC DBA The Truth
Vega	WhiteWave / Danone
Veggie Fries	Healthy Life Brands, LLC
Vita Coco	All Market, Inc

Modern Meal

Martha Stewart's recipe for 9-minute one-pot pasta has been viewed over 1.4 million times on YouTube. The idea of streamlining your life has bled into the food industry, and contributed to the rise of products that help us make healthy meals, shop wisely in the grocery store and order pre-prepared meal kits.

Protein Craze

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

Savory Snacking

As the concerns about sugar continue to grow, many food categories that were built around sweet flavors are expanding to savory and global taste profiles.

Hidden Veggies

Many consumers are actively seeking to add more veggies to their diets. Mom's trick of hiding veggies in familiar foods is being commercialized.

Speed Scratch

Shoppers still value meals made at home but don't always have the time to prepare them from scratch. Frozen and shelf stable meal prep solutions and kits for today's health-conscious, food-forward consumer are an enticing option for many.

Smoothie Love

Smoothies satisfy consumer desire to eat more fruits and vegetables in a delicious format without the sugar-bomb of juice. And while shoppers have certainly been experimenting with making smoothies at home for decades, new brands are adding convenience to this category.

Tea Beyond the Cup

There's an ever-growing demand for tea and tea-related products. With the benefits of tea well-known, some are finding more innovative ways to use the versatile ingredient that go beyond a hot beverage.

Kombucha

Consumer interest in kombucha is still growing with many appreciating the fermentation benefits and the slightly sour taste profile. Some new product entries are focused on decreasing the sugars and scientifically verifying probiotic levels.

(continued on next page...)

Floral

Floral ingredients are being incorporated into new natural products because of both health and flavor. In other cases, floral flavors are used to differentiate and stand out in the crowded categories.

Enhanced and Tree Waters

Chasing coconut water are a handful of other unique tree and plant waters like maple, cactus and aloe that are seeking to differentiate themselves with the inherent benefits of their beverage ingredients.

Cold Brew Tea and Coffee

There's a growing interest in the cold brew process which yields a less acidic and more concentrated coffee. In fact, several companies are seeing an opportunity beyond coffee and are using this process with tea.

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Protein Craze	Category	Booth
ProTings*	Snacks	8922
I Won Nutrition	Snacks	8619
Wild Friends Foods	Soups, Salads, Sides & Pastas	8501
Ripple	Beverages	8416
Biena Snacks*	Snacks	8215
Better Body Foods and Nutrition	Beverages	6836
Healthy Skoop*	Beverages	6820
Karma Nuts	Snacks	6753
Vega*	Snacks	5620
Kura Nutrition	Meal Replacement	2907
Hiball Energy	Beverages	2817
Living Intentions	Snacks	1816
B'More Organic	Beverages	1800
Bob's Red Mill	Baking Goods	1723
Odwalla*	Beverages · Snacks	1423
Krave*	Snacks	1234
Upton's Naturals	Breakfast Foods · Refrigerated & Frozen	1139
Orgain	Beverages	1134
ALOHA	Beverages · Snacks	962
Lorissa's Kitchen	Snacks	956
Justin's*	Breakfast Foods · Refrigerated & Frozen · Snacks	837
EPIC Provisions*	Snacks	448

* See section appendix for brand name / company name (page 52)

Protein Craze	Category	Booth
Organic Gemini Tigernuts*	Beverages	408
Flapjacked Protein-Packed Products*	Breakfast Foods · Refrigerated & Frozen	347
LaraBar*	Snacks	227-230
Birch Benders	Breakfast Foods · Refrigerated & Frozen	139
Savory Snacking	Category	Booth
Chaat Company	Beverages · Snacks	9012
Good Culture	Breakfast Foods · Refrigerated & Frozen	8618
Bao Food and Drink	Beverages · Soups, Salads, Sides & Pastas	8504
Mediterra	Snacks	8213
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Karma Nuts	Snacks	6753
Love Beets USA LLC	Beverages · Snacks · Soups, Salads, Sides & Pastas	2706
Dang Coconut Chips*	Snacks	1247
Alive and Radiant Foods	Snacks	557
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Blue Hill	Snacks	224
Hidden Veggies	Category	Booth
Paleo Passion Foods	Breakfast Foods · Refrigerated & Frozen	8722
Bitsy's Brainfood*	Breakfast Foods · Refrigerated & Frozen · Snacks	8700
MadeGood Foods*	Snacks	8133

* See section appendix for brand name / company name (page 52)

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Hidden Veggies	Category	Booth
Kidfresh	Breakfast Foods · Refrigerated & Frozen	8129
Veggie Noodle Co.	Soups, Salads, Sides & Pastas	6817
Amazing Grass	Beverages · Snacks	6430
Green Moustache*	Beverages · Snacks	845
Veggie Fries*	Breakfast Foods · Refrigerated & Frozen	330
Blue Hill	Snacks	224
Speed Scratch	Category	Booth
Revolution Foods*	Breakfast Foods · Refrigerated & Frozen · Snacks	8500
Sweet Earth Natural Foods	Breakfast Foods · Refrigerated & Frozen	8231
Wyse Organics	Breakfast Foods · Refrigerated & Frozen	8149
Plant Based Foods, Inc	Soups, Salads, Sides & Pastas	6785
Good Food Made Simple	Breakfast Foods · Refrigerated & Frozen	2409
Maya Kaimal Fine Indian Foods	Snacks · Soups, Salads, Sides & Pasta	2406
Cucina and Amore	Breakfast Foods · Refrigerated & Frozen	1830
Feel Good Foods	Breakfast Foods · Refrigerated & Frozen	1137
Cappello's Gluten Free	Soups, Salads, Sides & Pastas	846
Non Lim*	Breakfast Foods · Refrigerated & Frozen	844
LUVO	Breakfast Foods · Refrigerated & Frozen	558
Awesome Foods	Beverages	234
MadeGood Foods*	Snacks	8133
Smoothie Love	Category	Booth
Tio Gazpacho*	Soups, Salads, Sides & Pastas	8251

* See section appendix for brand name / company name (page 52)

Smoothie Love	Category	Booth
Harvest Soul LLC	Beverages	8237
Vega*	Snacks	5620
Buddy Fruits	Snacks	3007
Kura Nutrition	Meal Replacement	2907
B'More Organic	Beverages	1800
Bob's Red Mill	Baking Goods	1723
Odwalla*	Beverages · Snacks	1423
Orgain	Beverages	1134
Green Moustache*	Beverages · Snacks	845
Organic Gemini Tigernuts*	Beverages	408
Forager Project	Beverages · Snacks	345
Awesome Foods	Beverages	234
Tea Beyond the Cup	Category	Booth
Paleo Passion Foods	Breakfast Foods · Refrigerated & Frozen	8722
Mikawayaya Mochi*	Breakfast Foods · Refrigerated & Frozen	6763
Laughing Giraffe Organics	Snacks	606
Kombucha	Category	Booth
Buchi Kombucha	Beverages	8504
Bao Food and Drink	Beverages · Soups, Salads, Sides & Pastas	234
Brew Dr. Kombucha	Beverages	8133
Aqua ViTea	Beverages	8110
Cultures for Health	Beverages · Breakfast Foods · Refrigerated & Frozen · Snacks	1045

* See section appendix for brand name / company name (page 52)

Kombucha	Category	Booth
Lenny Boy Brewing Company	Beverages	859
Health-Ade LLC	Beverages	339
Floral	Category	Booth
Lotus Elixirs	Beverages	9204
DRY Soda	Beverages	8906
Goldthread	Beverages	8282
Sound Sparkling Tea	Beverages · Snacks	8282
Orgain	Beverages	1134
Green Moustache*	Beverages · Snacks	845
Organic Gemini Tigernuts*	Beverages	408
Forager Project	Beverages · Snacks	345
Awesome Foods	Beverages	234
Enhanced and Tree Waters	Category	Booth
Big Bang Beverages	Beverages	9011
DRINKmaple	Beverages	8207
Agua Brands*	Beverages	8125
Kole Tonics*	Beverages	6816
Karma Wellness Water*	Beverages	6789
ALO Drink by SPI Westport, Inc	Beverages	2112
Alkazone / Better Health Lab, Inc	Beverages	1340
Aqua ViTea	Beverages	8110
Bai	Beverages	1152

* See section appendix for brand name / company name (page 52)

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Brand Name	Company Name
Agua Brands	Agua Energiva LLC
Biena Snacks	Biena Foods
Bitsy's Brainfood	EduFoods
Dang Coconut Chips	Dang Foods LLC
EPIC Provisions	General Mills
Flapjacked Protein-Packed Products	Jaceycakes, LLC
GoodPop	Austin Natural Frozen Pops, Inc
Green Moustache	Athena Brands, Inc
Healthy Skoop	Skoop, LLC
Justin's	Hormel
Karma Wellness Water	Karma Culture
Kole Tonics	Kole Life Foods
Krave	Hershey
LaraBar	General Mills
MadeGood Foods	Riverside Natural Foods
Mikawaya Mochi	Mikawaya USA
Non Lim	Nona Lim
Odwalla	Coca-Cola Company
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
ProTings	ProFormance Foods LLC
Revolution Foods	Pacific Pioneers
Tio Gazpacho	Tio Foods LLC

(continued on next page...)

APPENDIX

Brand Name	Company Name
Titan Tea	Chill Brands LLC
Vega	WhiteWave / Danone
Veggie Fries	Veggie Fries

Climate of Change

Agriculture enters climate change discussions as both victim and solution—just in time to feed an exponentially growing population.

Algae 2.0

Algae is not just for thickening and smoothies anymore. Often heralded as the food of the future, entrepreneurs are finding disruptive ways of innovating with algae.

Grass-Fed Dairy & Meat

Growth in grass-fed is attributable to several factors: higher nutrition profiles popularized by full-fat mainstream diets and a reduction of environmental, animal welfare and general health related worries associated with industrialized feedlots.

Ethical, Sustainable Protein

While protein continues to see strong demand, consumers are being more selective about its source. Grass-fed, pasture-raised and plant-based proteins are attempting to meet the growing demand for humanely and sustainably-raised proteins.

De-calf-feinated Dairy

Easier to digest, medicinal properties, more humane, better for the planet and other motivations are driving some to explore milks beyond the cow (e.g., goat milk, plant-based etc.).



Algae 2.0	Category	Booth
SeaSnax	Snacks	8615
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Plant Based Foods, Inc	Soups, Salads, Sides & Pasta	6785
Amazing Grass	Beverages · Snacks	6430
Alive and Radiant Foods	Snacks	557
Pop Art Snacks*	Snacks	460
Awesome Foods	Beverages	234
Grass-Fed Dairy & Meat	Category	Booth
Chaat Company	Beverages · Snacks	9012
Tin Star Foods	Soups, Salads, Sides & Pastas	8915
Tanka Bar*	Snacks	8907
Hip Chick Farms	Breakfast Foods · Refrigerated & Frozen	8802
Good Culture	Breakfast Foods · Refrigerated & Frozen	8618
4th & Heart	Baking Goods	8510
Misha Dairy*	Breakfast Foods · Refrigerated & Frozen	8263
Sierra Nevada Cheese Company	Breakfast Foods · Refrigerated & Frozen	8247
The New Primal	Snacks	8221
ICONIC*	Beverages	8202
Wilde Snacks*	Snacks	6707
Kura Nutrition	Meal Replacement	2907
Dreaming Cow	Breakfast Foods · Refrigerated & Frozen	2408
B'More Organic	Beverages	1800

* See section appendix for brand name / company name (page 60)

Grass-Fed Dairy & Meat	Category	Booth
Orgain	Beverages	1134
Lorissa's Kitchen	Snacks	956
Country Archer Jerky	Snacks	744
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
EPIC Provisions*	Snacks	448
Maple Hill Creamery	Beverages · Breakfast Foods · Refrigerated & Frozen	406
Bonafide Provisions Bone Broth	Soups, Salads, Sides & Pastas	231
Blue Hill	Snacks	224
Blue Marble Ice Cream	Breakfast Foods · Refrigerated & Frozen	108
Ethical, Sustainable Protein	Category	Booth
Chaat Company	Beverages · Snacks	9012
Heidi's Meatless Meatballs	Breakfast Foods · Refrigerated & Frozen	8812
Hip Chick Farms	Breakfast Foods · Refrigerated & Frozen	8802
Good Culture	Breakfast Foods · Refrigerated & Frozen	8618
Sweet Earth Natural Foods	Breakfast Foods · Refrigerated & Frozen	8231
Biena Snacks*	Snacks	8215
Better Body Foods and Nutrition	Snacks	6836
Healthy Skoop*	Beverages	6820
Karma Nuts	Snacks	6753
Amazing Grass	Beverages · Snacks	6430
Vega*	Snacks	5620

* See section appendix for brand name / company name (page 60)

Ethical, Sustainable Protein	Category	Booth
Kura Nutrition	Meal Replacement	2907
Kate Farms, Inc	Beverages	2710
Upton's Naturals	Breakfast Foods • Refrigerated & Frozen	1139
Orgain	Beverages	1134
ALOHA	Beverages • Snacks	962
Miyoko's Kitchen	Breakfast Foods • Refrigerated & Frozen	953
EPIC Provisions*	Snacks	448
Maple Hill Creamery	Beverages • Breakfast Foods • Refrigerated & Frozen	406
Blue Hill	Snacks	224
De-calf-feinated Dairy	Category	Booth
Jawea Frozen Desserts*	Breakfast Foods • Refrigerated & Frozen	9020
WIBE Natural Inc, Benerice	Beverages	8925
REBBL	Beverages	8804
Desert Farms	Beverages	8721
Ripple	Beverages	8416
Teatulia Organic*	Beverages	8313
Kite Hill	Breakfast Foods • Refrigerated & Frozen	8262
Kate Farms, Inc	Beverages	2710
Miyoko's Kitchen	Breakfast Foods • Refrigerated & Frozen	953
Green Moustache*	Beverages • Snacks	845
Forager Project	Beverages • Snacks	345

* See section appendix for brand name / company name (page 60)

APPENDIX

Brand Name	Company Name
Biena Snacks	Biena Foods
EPIC Provisions	General Mills
Green Moustache	Athena Brands, Inc
Healthy Skoop	Skoop, LLC
ICONIC	Be Well Nutrition
Jacob's Raw Fermented Foods	Zukay Live Foods, LLC
Jawea Frozen Desserts	Artisanal Edge LLC
Misha Dairy	Misha LLC
Organic Valley	CROOP Cooperative
Pop Art Snacks	Happy Day Gourmet LLC
Rebel Kitchen	Craze Foods Inc
Tanka Bar	Native American Natural Foods
Teatulia Organic	Agneta LLC
Vega	WhiteWave / Danone
Wilde Snacks	Wilde Brands LLC

Flat Earth

An increasingly complex global food and ingredient supply chain means more food experimentation but also more need for traceability.

Food Tech 3.0

Through initiatives bold and high-tech we may overcome many social, environmental and food security problems.

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.

Putting a Face to Our Farmers

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

Probiotics

The science of the microbiome and the gut-health connection are fueling this rapidly evolving space. Increasingly we understand that what we consume, how well we digest and the output of our digestive process have an impact throughout the body and its systems.

Adventurous Palates	Category	Booth
Chaat Company	Beverages · Snacks	9012
4th & Heart	Baking Goods	8510
Mother-in-Law's Kimchi	Soups, Salads, Sides & Pastas	8138
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Mikawayu Mochi*	Breakfast Foods · Refrigerated & Frozen	6763
Maya Kaimal Fine Indian Foods	Snacks · Soups, Salads, Sides & Pastas	2406
B'More Organic	Beverages	1800
Runa	Beverages	1707
Non Lim*	Breakfast Foods · Refrigerated & Frozen	844
Pop Art Snacks*	Snacks	460
Organic Gemini Tigernuts*	Beverages	408
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Putting a Face to Our Farmers	Category	Booth
Desert Farms	Beverages	8709
Back to the Roots*	Soups, Salads, Sides & Pastas	H901
Sol Simple	Snacks	8321
Atacora	Snacks	8311
Jackfruit Company*	Breakfast Foods · Refrigerated & Frozen	8257
The Real Co.	Soups, Salads, Sides & Pastas	8144
B'More Organic	Beverages	1800

* See section appendix for brand name / company name (page 67)

Adventurous Palates	Category	Booth
One Degree Organic Foods*	Breakfast Foods · Refrigerated & Frozen	1508
Organic Valley*	Beverages · Breakfast Foods · Refrigerated & Frozen	511
EPIC Provisions*	Snacks	448
Quinn Popcorn*	Snacks	144
Probiotics	Category	Booth
Focus Nutrition	Snacks	8701
Bao Food and Drink	Beverages · Soups, Salads, Sides & Pastas	8504
Harvest Soul LLC	Beverages	8237
Mother-in-Law's Kimchi	Soups, Salads, Sides & Pastas	8138
Jacob's Raw Fermented Foods*	Beverages · Breakfast Foods · Refrigerated & Frozen	6871
Prana*	Beverages · Soups, Salads, Sides & Pastas	6825
Farmhouse Culture	Beverages · Soups, Salads, Sides & Pastas	6824
Karma Wellness Water*	Beverages	6789
Truth Bar*	Snacks	6765
Kura Nutrition	Meal Replacement	2907
Attune Foods	Snacks	2717
Living Intentions	Snacks	1816
B'More Organic	Beverages	1800
Garden of Flavor	Beverages	1713
Lifeway Foods, Inc	Beverages	1527

* See section appendix for brand name / company name (page 67)

Probiotics	Category	Booth
Daily Greens*	Beverages	1506
Brio Ice Cream	Breakfast Foods · Refrigerated & Frozen	1439
Orgain	Beverages	1134
Cultures for Health	Beverages · Breakfast Foods · Refrigerated & Frozen · Snacks	1045
EJZ Foods, Inc / Evolve Kefir / ZenSoy	Beverages	858
Kevita	Beverages	809
Flapjacked Protein-Packed Products*	Breakfast Foods · Refrigerated & Frozen	347
Forager Project	Beverages · Snacks	345
WildBrine	Beverages · Soups, Salads, Sides & Pastas	328
Suja	Beverages	309
Blue Hill	Snacks	224

* See section appendix for brand name / company name (page 67)

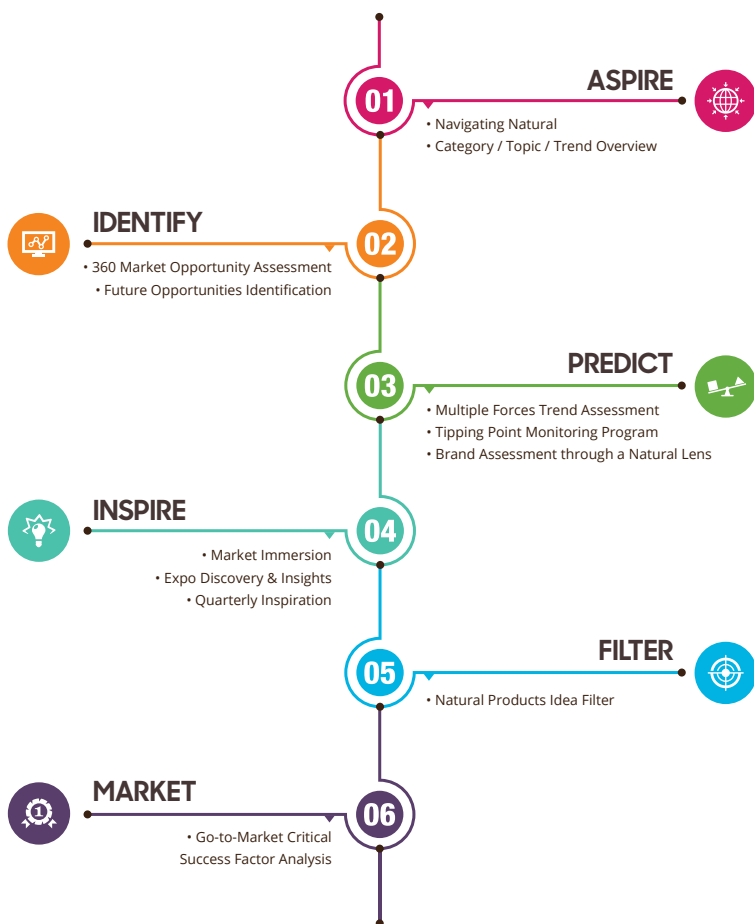
APPENDIX

Brand Name	Company Name
Back to the Roots	BTTR Ventures, LLC
Daily Greens	Drink Daily Greens LLC
EPIC Provisions	General Mills
Flapjacked Protein-Packed Products	Jaceycakes, LLC
Jackfruit Company	Global Village Fruit
Jacob's Raw Fermented Foods	Zukay Live Foods, LLC
Karma Wellness Water	Karma Culture
Mikawaya Mochi	Mikawaya USA
Non Lim	Nona Lim
One Degree Organic Foods	Vibrant Health Products
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Organic Valley	CROOP Cooperative
Pop Art Snacks	Happy Day Gourmet LLC
Prana	Prana Biovegan Inc
Quinn Popcorn	Quinn Snacks
Truth Bar	Forte Powerfoods, LLC DBA The Truth



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