



Welcome to Natural Products Expo East 2017!

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, hall, 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 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
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Wishing you a productive and successful Expo East!

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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** – 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 2017 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 Wholegrain Shopper | Category | Hall | Booth |
|--------------------------------------|---|-----------------------|-------|
| Organic Living Superfoods, LLC | Desserts, Confections and Snacks | Between Halls E and F | 113 |
| Michele's Granola | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 237 |
| Angie's Boomchickapop | Desserts, Confections and Snacks | Hall F | 240 |
| Raw Indulgence Ltd / Raw Revolution | Desserts, Confections and Snacks | Hall G | 245 |
| Awesome Foods | Beverages, Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Between Halls E and F | 316 |
| Firehook | Desserts, Confections and Snacks | Hall F | 335 |
| I Heart Keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 348 |
| Castor & Pollux Pet Works | Pet Products | Hall F | 429 |
| Simple Mills | Desserts, Confections and Snacks | Hall G | 848 |
| Smart Kids | Beverages | Between Halls E and F | 909 |
| Little Northern Bakehouse | Shelf Stable: Meals, Soups, Apps and Sides. | Hall F | 1038 |
| To Your Health Sprouted Flour | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1313 |
| Crazy Richards Peanut Butter Company | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1463 |
| Food for Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1464 |
| Everspring Farms Ltd. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 2013 |
| Crio Bru | Beverages | Hall D | 2225 |
| Bare Republic | Makeup | Hall D | 2310 |
| Badger | Skin Care | Hall D | 2617 |
| Alive and Radiant Foods | Desserts, Confections and Snacks | Level 300 | 4507 |

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| The Wholegrarian Shopper | Category | Hall | Booth |
|-------------------------------|--|--------------------|-------|
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4808 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | Level 300 | 6447 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6524 |
| O2 Living | Beverages | Level 300 | 6550 |
| Otto's Naturals | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8001 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Bakerly LLC | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8104 |
| Karma Nuts Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8109 |
| Honeydrop Beverages | Beverages | Level 400 Ballroom | 8119 |
| DRINKmaple | Beverages | Level 400 Ballroom | 8129 |
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8140 |
| Mr. Mak's | Beverages | Level 400 Ballroom | 8153 |
| BRAMI Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8207 |
| Sol Simple | Desserts, Confections and Snacks | Level 400 Ballroom | 8221 |
| Natural Sins | Desserts, Confections and Snacks | Level 400 Ballroom | 8403 |
| cocokind | Makeup; Skin Care | Level 400 Ballroom | 8505 |
| Buckley Pet | Pet Products | Level 400 Ballroom | 8611 |
| Wild Poppy | Beverages | Level 400 Ballroom | 8708 |
| Bare Bones Broth Co. | Shelf Stable: Meals, Soups, Apps and Sides. | Level 400 Ballroom | 8819 |

| The Wholegrarian Shopper | Category | Hall | Booth |
|---------------------------------------|---|-----------------------|-------|
| Toasted Oat, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8823 |
| New Pop Skinless Popcorn | Desserts, Confections and Snacks | Level 400 Ballroom | 8825 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Level 400 Ballroom | 8907 |
| Inherently Functional | Category | Hall | Booth |
| Buddha Teas | Beverages | Between Halls E and F | 119 |
| Sambazon | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; | Hall F | 132 |
| Herbal Revolution Farm and Apothecary | Herbs & Botanicals | Hall G | 157 |
| Organic Gemini Tigernuts | Desserts, Confections and Snacks | Between Halls E and F | 207 |
| Raw Food Central | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 215 |
| Perfect Bar | Desserts, Confections and Snacks | Hall F | 323 |
| Bonafide Provisions Bone Broth | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 455 |
| thinkThin LLC | Sport Nutrition & Weight Management | Hall F | 722 |
| TEAONIC | Beverages; Herbs & Botanicals | Hall G | 758 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Manitoba Harvest Hemp Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall F | 832 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Sana Hemp Juice | Beverages; Herbs & Botanicals | Hall G | 1061 |

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| Inherently Functional | Category | Hall | Booth |
|-------------------------------|--|--------|-------|
| Wedderspoon Organic Inc | Herbs & Botanicals | Hall F | 1140 |
| Mamma Chia | Beverages; Desserts, Confections and Snacks | Hall F | 1234 |
| Rhythm Superfoods | Desserts, Confections and Snacks | Hall F | 1241 |
| Chosen Foods, LLC | Condiments, Sauces, Spices | Hall F | 1363 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| ME Moringa for Life | Herbs & Botanicals | Hall E | 1425 |
| Urban Moonshine | Herbs & Botanicals | Hall E | 1510 |
| Scheckter's Organic Energy | Beverages | Hall E | 2000 |
| Health Matters America | Herbs & Botanicals | Hall D | 2507 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| ManukaGuard | Specialty Supplements | Hall B | 3044 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall B | 3055 |
| Om Organic Mushroom Nutrition | Specialty Supplements | Hall B | 3163 |
| North American Herb & Spice | Herbs & Botanicals | Hall C | 3211 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |
| NaturaNectar | Herbs & Botanicals | Hall B | 3358 |
| Alpinola | Herbs & Botanicals | Hall B | 3362 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| youtheory | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3653 |
| Almased USA, Inc. | Sport Nutrition & Weight Management | Hall A | 3763 |

| Inherently Functional | Category | Hall | Booth |
|------------------------------|--|--------------------|-------|
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall A | 3835 |
| Dr. Mercola Premium Products | Pet Products | Hall A | 3941 |
| Organica | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4506 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4808 |
| Know Brainer Foods | Meat, Dairy and Cheese | Level 300 | 6431 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Laloo's | Desserts, Confections and Snacks | Level 300 | 6510 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| Inner Eco | Specialty Supplements | Level 300 | 6521 |
| Good Health Cocoa | Desserts, Confections and Snacks | Level 400 Ballroom | 8006 |
| Crazy Go Nuts | Desserts, Confections and Snacks | Level 400 Ballroom | 8013 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| AVOKE | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8034 |
| Detox Water (Superleaf LLC) | Beverages | Level 400 Ballroom | 8043 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Tin Star Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8117 |
| Dave's Gourmet Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8121 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| Macaccino | Beverages | Level 400 Ballroom | 8177 |

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| Inherently Functional | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Lily of the Desert | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8180 |
| Health Warrior Inc | Desserts, Confections and Snacks | Level 400 Ballroom | 8201 |
| Yuve, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| K'UL Foods LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8424 |
| Sustainable Indulgence, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8425 |
| cocokind | Makeup; Skin Care | Level 400 Ballroom | 8505 |
| Zupa Noma | Beverages | Level 400 Ballroom | 8512 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| 4th & Heart | Condiments, Sauces, Spices | Level 400 Ballroom | 8602 |
| Buckley Pet | Pet Products | Level 400 Ballroom | 8611 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| R.E.D.D., Inc. (Redd) | Desserts, Confections and Snacks | Level 400 Ballroom | 8618 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| SoTru | Beverages; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| MySuperFoods | Desserts, Confections and Snacks | Level 400 Ballroom | 8801 |
| Amafruits | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8805 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8808 |
| Coconaise | Condiments, Sauces, Spices | Level 400 Ballroom | 8817 |
| Bare Bones Broth Co. | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8819 |

| Inherently Functional | Category | Hall | Booth |
|---|--|-----------------------|-------|
| Wibe Natural Inc. - Benerice - European Rice Drinks | Beverages | Level 400 Ballroom | 8822 |
| Kate Farms, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8905 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Level 400 Ballroom | 8907 |
| Soul Sprout | Desserts, Confections and Snacks | Level 400 Ballroom | 8908 |
| ASI Yaupon Tea | Beverages | Level 400 Ballroom | 8916 |
| Loving Earth | Desserts, Confections and Snacks | Level 400 Ballroom | 9107 |
| Opportunity: Embracing Biodynamic | Category | Hall | Booth |
| Epic Provisions | Meat, Dairy and Cheese | Hall F | 720 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1321 |
| ORGANIC INDIA USA | Beverages | Hall E | 1325 |
| Seitenbacher | Condiments, Sauces, Spices | Hall E | 1807 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8810 |
| Opportunity: The Flavor Advantage | Category | Hall | Booth |
| Blue Marble Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Between Halls E and F | 218 |
| B'More Organic | Meat, Dairy and Cheese | Hall F | 223 |
| Nounos Creamery | Meat, Dairy and Cheese | Hall G | 254 |
| Theo Chocolate | Desserts, Confections and Snacks | Between Halls E and F | 315 |
| Tiny But Mighty Popcorn | Desserts, Confections and Snacks | Hall F | 325 |
| LesserEvil Healthy Brands | Desserts, Confections and Snacks | Hall F | 340 |

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| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--------------------------------------|--|-----------------------|-------|
| Raaka Chocolate Inc | Desserts, Confections and Snacks | Hall G | 355 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 357 |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Between Halls E and F | 406 |
| Maple Guild, The | Condiments, Sauces, Spices | Hall G | 448 |
| Happy Tree | Beverages | Hall G | 555 |
| Country Archer Jerky | Meat, Dairy and Cheese | Hall G | 650 |
| Sri Lanka Gold | Beverages | Hall G | 654 |
| Epic Provisions | Meat, Dairy and Cheese | Hall F | 720 |
| Golden Valley Natural | Desserts, Confections and Snacks | Hall F | 725 |
| Panos Brands | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall F | 727 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| Great River Organic Milling | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 1009 |
| Swiss Villa LLC | Meat, Dairy and Cheese | Hall G | 1146 |
| Grayson Natural Farms | Meat, Dairy and Cheese | Hall G | 1258 |
| Pacari Chocolate | Desserts, Confections and Snacks | Hall E | 1307 |
| Organic Valley | Meat, Dairy and Cheese | Hall E | 1329 |
| Redwood Hill Farm & Creamery | Meat, Dairy and Cheese | Hall F | 1354 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Teton Waters Ranch | Meat, Dairy and Cheese | Hall F | 1457 |
| Dreaming Cow | Meat, Dairy and Cheese | Hall F | 1465 |

| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|--------------------------------------|---|--------------------|-------|
| THANASI Foods LLC | Meat, Dairy and Cheese | Hall F | 1552 |
| Trickling Springs Creamery | Meat, Dairy and Cheese | Hall F | 1553 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall E | 1621 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 1815 |
| Himalasalt | Condiments, Sauces, Spices | Hall E | 1846 |
| Tanka Bar | Meat, Dairy and Cheese | Hall E | 1927 |
| Naturi, Inc. | Meat, Dairy and Cheese | Hall E | 2022 |
| Sweetwood Cattle Company | Meat, Dairy and Cheese | Hall E | 2106 |
| Redmond | Condiments, Sauces, Spices | Hall D | 2206 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Know Brainer Foods | Meat, Dairy and Cheese | Level 300 | 6431 |
| Wilde Snacks | Meat, Dairy and Cheese | Level 300 | 6438 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Laloo's Goat's Milk Ice Cream | Desserts, Confections and Snacks | Level 300 | 6510 |
| The Real Co. | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Level 400 Ballroom | 8004 |
| MAISON RIVIERE USA LLC | Condiments, Sauces, Spices | Level 400 Ballroom | 8008 |
| Milton's Local | Meat, Dairy and Cheese | Level 400 Ballroom | 8024 |
| ICONIC - Natural Protein Drink | Beverages | Level 400 Ballroom | 8035 |
| Foods Alive Inc. | Desserts, Confections and Snacks; Condiments, Sauces, Spices | Level 400 Ballroom | 8100 |
| Sunfed Ranch | Meat, Dairy and Cheese | Level 400 Ballroom | 8102 |

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| Opportunity: The Flavor Advantage | Category | Hall | Booth |
|---|--|--------------------|-------|
| Tin Star Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8117 |
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8140 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | Level 400 Ballroom | 8149 |
| Handsome Brook Farm - Pasture Raised Eggs | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8180 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Level 400 Ballroom | 8181 |
| Bowery Coffee Co. | Beverages | Level 400 Ballroom | 8211 |
| Paleo Ranch | Meat, Dairy and Cheese | Level 400 Ballroom | 8320 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| K'UL Foods LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8424 |
| Think Jerky | Meat, Dairy and Cheese | Level 400 Ballroom | 8522 |
| 4th & Heart | Condiments, Sauces, Spices | Level 400 Ballroom | 8602 |
| Hip Chick Farms, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8702 |
| Misha Dairy | Meat, Dairy and Cheese | Level 400 Ballroom | 8714 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Coconaise | Condiments, Sauces, Spices | Level 400 Ballroom | 8817 |
| Bare Bones Broth Co. | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8819 |
| RXBAR | Desserts, Confections and Snack | Level 400 Ballroom | 8901 |
| Angelic Bakehouse | Desserts, Confections and Snacks | Level 400 Ballroom | 8907 |
| Obrigado | Beverages | Level 400 Ballroom | 9002 |

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 |
|--------------------------------------|---|-----------------------|-------|
| NurturMe | Sport Nutrition & Weight Management | Between Halls E and F | 209 |
| Angie's Boomchickapop | Desserts, Confections and Snacks | Hall F | 240 |
| Firehook | Desserts, Confections and Snacks | Hall F | 335 |
| Vega | Sport Nutrition & Weight Management | Hall F | 420 |
| Country Archer Jerky | Meat, Dairy and Cheese | Hall G | 650 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 724 |
| SuperSeedz | Desserts, Confections and Snacks | Hall F | 744 |
| Element Snacks | Desserts, Confections and Snacks | Hall G | 859 |
| UNREAL | Desserts, Confections and Snacks | Hall G | 862 |
| Smart Kids | Beverages | Between Halls E and F | 909 |
| Silver Hills Bakery | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 943 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Crazy Richards Peanut Butter Company | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1463 |
| CARPATHIAN SPRINGS S.A. | Beverages | Hall E | 1639 |
| NuGo Nutrition | Sport Nutrition & Weight Management | Hall E | 1934 |
| Scheckter's Organic Energy | Beverages | Hall E | 2000 |
| Balanced Guru | Skin Care | Hall D | 2201 |

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| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|-----------------------------------|---|--------|-------|
| Health Matters America | Herbs & Botanicals | Hall D | 2507 |
| EO Products | Hair Care | Hall D | 2513 |
| Badger | Skin Care | Hall D | 2617 |
| Bi-O-Kleen | Cleaning Products | Hall B | 2835 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Naturepedic | Textiles/Clothing | Hall B | 2858 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| Vibrant Health | Pet Products; Specialty Supplements; Herbs & Botanicals | Hall B | 3039 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall C | 3107 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall C | 3321 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| Rainbow Light Nutritional Systems | Vitamins & Minerals | Hall A | 3535 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3564 |
| Zint Nutrition | Specialty Supplements | Hall A | 3757 |

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Herbion Naturals | Herbs & Botanicals | Hall A | 3840 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Siddha Flower Essences | Herbs & Botanicals | Hall A | 3947 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4808 |
| Earth Mama Angel Baby | Herbs & Botanicals | Level 300 | 6429 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | Level 300 | 6447 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6524 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6557 |
| Wholly Wholesome | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8018 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| AVOKE | Herbs & Botanicals | Level 400 Ballroom | 8034 |
| ICONIC - Natural Protein Drink | Beverages | Level 400 Ballroom | 8035 |
| Detox Water (Superleaf LLC) | Beverages | Level 400 Ballroom | 8043 |
| Matt's Cookie Company | Desserts, Confections and Snacks | Level 400 Ballroom | 8125 |
| Kirkman Group, Inc. | Specialty Supplements | Level 400 Ballroom | 8126 |
| DRINKmaple | Beverages | Level 400 Ballroom | 8129 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| Brew Dr. Kombucha | Beverages | Level 400 Ballroom | 8155 |

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| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|--|--------------------|-------|
| Balanced Guru | Skin Care | Hall D | 2201 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Natural Sins | Desserts, Confections and Snacks | Level 400 Ballroom | 8403 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| Once Upon A Farm | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8508 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| Buckley Pet | Pet Products | Level 400 Ballroom | 8611 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| GoodPop | Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Level 400 Ballroom | 8705 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8710 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Pure Spoon | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8722 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |

| Label Reading Goes Beyond Moms | Category | Hall | Booth |
|--------------------------------|---|-----------------------|-------|
| Xyloburst/Focus Nutrition | Desserts, Confections and Snacks | Level 400 Ballroom | 8803 |
| Yai's Thai | Condiments, Sauces, Spices | Level 400 Ballroom | 8818 |
| RXBAR | Desserts, Confections and Snack | Level 400 Ballroom | 8901 |
| Kate Farms, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8905 |
| Poof | Hygiene | Level 400 Ballroom | 8924 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 9026 |
| Phenom Nutrition Young Athlete | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 9104 |
| Trust through Transparency | Category | Hall | Booth |
| Theo Chocolate | Desserts, Confections and Snacks | Between Halls E and F | 315 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 357 |
| Vega | Sport Nutrition & Weight Management | Hall F | 420 |
| Castor & Pollux Pet Works | Pet Products | Hall F | 429 |
| Maple Guild, The | Condiments, Sauces, Spices | Hall G | 448 |
| Cafe Kreyol, LLC | Beverages | Hall G | 760 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| Silver Hills Bakery | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 943 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Organic Valley | Meat, Dairy and Cheese | Hall E | 1329 |

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| Trust through Transparency | Category | Hall | Booth |
|-----------------------------------|---|--------|-------|
| Cedar's Foods | Condiments, Sauces, Spices | Hall F | 1351 |
| Barkman Honey | Condiments, Sauces, Spices | Hall F | 1564 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall E | 1621 |
| Spindrift Beverage Co | Beverages | Hall E | 1801 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 1815 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall D | 2401 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Naturepedic | Textiles/Clothing | Hall B | 2858 |
| Vibrant Health | Specialty Supplements; Herbs & Botanicals | Hall B | 3039 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall C | 3107 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| NaturaNectar | Herbs & Botanicals | Hall B | 3358 |
| Alpinola | Herbs & Botanicals | Hall B | 3362 |
| Rainbow Light Nutritional Systems | Vitamins & Minerals | Hall A | 3535 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3564 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall A | 3647 |

| Trust through Transparency | Category | Hall | Booth |
|----------------------------|---|--------------------|-------|
| Zint Nutrition | Specialty Supplements | Hall A | 3757 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Earth Mama Angel Baby | Herbs & Botanicals | Level 300 | 6429 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |
| Alchem USA Inc. | Herbs & Botanicals | Level 300 | 6444 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| The Real Co. | Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Level 400 Ballroom | 8004 |
| Javazen | Beverages | Level 400 Ballroom | 8042 |
| Kirkman Group, Inc. | Specialty Supplements | Level 400 Ballroom | 8126 |
| DRINKmaple | Beverages | Level 400 Ballroom | 8129 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| Goldthread LLC | Beverages | Level 400 Ballroom | 8203 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Sol Simple | Desserts, Confections and Snacks | Level 400 Ballroom | 8221 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Atacora Essential Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8410 |

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| Trust through Transparency | Category | Hall | Booth |
|------------------------------------|---|-----------------------|-------|
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| K'UL Foods LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8424 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| Hip Chick Farms, Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8702 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8710 |
| Pure Spoon | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8722 |
| Dignity Coconuts | Specialty Supplements | Level 400 Ballroom | 8914 |
| Obrigado | Beverages | Level 400 Ballroom | 9002 |
| Opportunity: The Verified Brand | Category | Hall | Booth |
| NurturMe | Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides | Between Halls E and F | 209 |
| Luke's Organic | Desserts, Confections and Snacks | Between Halls E and F | 216 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 243 |
| Castor & Pollux Pet Works | Pet Products | Hall F | 429 |
| Pasta Oggi | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 457 |
| Zemas Madhouse Foods inc | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 648 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|--|--|-----------------------|-------|
| thinkThin LLC | Sport Nutrition & Weight Management | Hall F | 722 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 724 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 753 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Lilly's Hummus | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 854 |
| NadaMoo | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 1031 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall F | 1039 |
| Sana Hemp Juice | Herbs & Botanicals | Hall G | 1061 |
| Karine & Jeff Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 1110 |
| Nature's Path Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 1208 |
| LIVE Sparking Drinking Vinegars & LIVE Kombucha | Beverages | Hall E | 1317 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1321 |
| ORGANIC INDIA USA | Beverages | Hall E | 1325 |
| Cedar's Foods | Condiments, Sauces, Spices | Hall F | 1351 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Healthy Food Ingredients (SK Food, Hesco, Suntava) | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1417 |
| ME Europe GmbH | Herbs & Botanicals | Hall E | 1425 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 1459 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|--|--------|-------|
| Hilary's | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall F | 1460 |
| ARCTIC ZERO Fit Frozen Desserts (Ice Cream) | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 1557 |
| Barkman Honey | Condiments, Sauces, Spices | Hall F | 1564 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 1817 |
| Himalasalt | Condiments, Sauces, Spices | Hall E | 1846 |
| Scheckter's Organic Energy | Beverages | Hall E | 2000 |
| Balanced Guru | Skin Care | Hall D | 2201 |
| Bare Republic | Makeup | Hall D | 2310 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall D | 2401 |
| Health Matters America | Herbs & Botanicals | Hall D | 2507 |
| EO Products | Hair Care | Hall D | 2513 |
| Badger | Skin Care | Hall D | 2617 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Naturepedic | Textiles/Clothing | Hall B | 2858 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall C | 3107 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Om Organic Mushroom Nutrition | Specialty Supplements | Hall B | 3163 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall C | 3321 |

| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|---|--------------------|-------|
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| Zint Nutrition | Specialty Supplements | Hall A | 3757 |
| QRUNCH Organics, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4411 |
| Earth Mama Angel Baby | Herbs & Botanicals | Level 300 | 6429 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6524 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6557 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 300 | 6563 |
| FATCO | Skin Care | Level 400 Ballroom | 8002 |
| Handsome Brook Farm – Pasture Raised Eggs | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8005 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| MadeGood Foods | Desserts, Confections and Snacks | Level 400 Ballroom | 8040 |
| Gluten Free Bar | Desserts, Confections and Snacks | Level 400 Ballroom | 8044 |
| McKaskle Family Farm | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8157 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Paleo Ranch | Desserts, Confections and Snacks | Level 400 Ballroom | 8320 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |

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| Opportunity: The Verified Brand | Category | Hall | Booth |
|---|---|--------------------|--------------|
| Once Upon A Farm | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8508 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| NuttZo LLC | Condiments, Sauces, Spices | Level 400 Ballroom | 8707 |
| Primal Kitchen | Condiments, Sauces, Spices | Level 400 Ballroom | 8709 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8808 |
| Dignity Coconuts | Specialty Supplements | Level 400 Ballroom | 8914 |
| Opportunity: The Rehabilitation of Science | Category | Hall | Booth |
| Sana Hemp Juice | Herbs & Botanicals | Hall G | 1061 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall B | 3055 |
| Probulin | Specialty Supplements | Hall A | 3448 |
| ILHWA NA | Herbs & Botanicals | Hall A | 3558 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Alchem USA Inc. | Herbs & Botanicals | Level 300 | 6444 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Aquavert | Cleaning Products | Level 300 | 6515 |
| BrainJuice | Beverages | Level 300 | 6567 |

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 |
|--|--|-----------------------|-------|
| Explore Cuisine | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 105 |
| Organic Living Superfoods, LLC | Desserts, Confections and Snacks | Between Halls E and F | 113 |
| Cappello's Gluten Free | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 152 |
| Herbal Revolution Farm and Apothecary | Beverages; Herbs & Botanicals | Hall G | 157 |
| Sunshine Burger & Specialty Food Company LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Between Halls E and F | 211 |
| Raw Food Central | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 215 |
| Luke's Organic | Desserts, Confections and Snacks | Between Halls E and F | 216 |
| Michele's Granola | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 237 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 243 |
| Raw Indulgence Ltd / Raw Revolution | Desserts, Confections and Snacks | Hall G | 245 |
| Awesome Foods | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; | Between Halls E and F | 316 |
| Beanfields Snacks | Desserts, Confections and Snacks | Hall F | 334 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 336 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall F | 343 |
| Vega | Sport Nutrition & Weight Management | Hall F | 420 |
| Pasta Oggi | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 457 |
| Chicago Vegan Foods | Meat, Dairy and Cheese | Hall F | 534 |

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| Tribal Influence | Category | Hall | Booth |
|--------------------------------|--|--------|-------|
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall F | 537 |
| Edward & Sons Trading Co. | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 627 |
| Bulletproof Nutrition | Sport Nutrition & Weight Management | Hall F | 632 |
| Zemas Madhouse Foods inc | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 648 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 724 |
| Panos Brands | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall F | 727 |
| Banza | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 745 |
| Harbor Creek Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 855 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall G | 857 |
| Tofurky Company, The | Meat, Dairy and Cheese | Hall F | 928 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Olivia's Crouton Co. Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1030 |
| Caveman Foods LLC | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Hall F | 1032 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall F | 1039 |
| Mikey's Muffins | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 1047 |

| Tribal Influence | Category | Hall | Booth |
|--|--|--------|-------|
| Miyoko's Kitchen | Meat, Dairy and Cheese | Hall G | 1051 |
| Toufayan/Goodie Girl | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 1053 |
| Sana Hemp Juice | Herbs & Botanicals | Hall G | 1061 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| ME Europe GmbH | Herbs & Botanicals | Hall E | 1425 |
| Pamela's Products | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 1448 |
| Hilary's | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall F | 1460 |
| Food for Life | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1464 |
| Attune Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 1720 |
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 1817 |
| Bob's Red Mill Natural Foods, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1827 |
| House Foods America Corp. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1835 |
| NuGo Nutrition | Sport Nutrition & Weight Management | Hall E | 1934 |
| NoBull Burger | Meat, Dairy and Cheese | Hall E | 2006 |
| Kinnikinnick Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 2028 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall E | 2117 |
| Tianjin ASO Agricultural Products Import & Export Co., Ltd | Herbs & Botanicals | Hall D | 2222 |

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| Tribal Influence | Category | Hall | Booth |
|--|---|--------------------|-------|
| Juniper Ridge | Skin Care; Aromatherapy/Essential Oils/Fragrances | Hall D | 2309 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| ManukaGuard | Specialty Supplements | Hall B | 3044 |
| North American Herb & Spice | Herbs & Botanicals | Hall C | 3211 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Zint Nutrition | Specialty Supplements | Hall A | 3757 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall A | 3835 |
| Grainful | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 300 | 4808 |
| Van Leeuwen Artisan Ice Cream | Desserts, Confections and Snacks | Level 300 | 6447 |
| Beetnik | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6524 |
| Mikaela's Simply Divine Gluten Free Biscotti Cookie | Desserts, Confections and Snacks | Level 300 | 6558 |
| Otto's Naturals | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8001 |
| FATCO | Skin Care | Level 400 Ballroom | 8002 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| Firebird Artisan Mills | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8027 |
| Gluten Free Bar | Desserts, Confections and Snacks | Level 400 Ballroom | 8044 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |

| Tribal Influence | Category | Hall | Booth |
|-----------------------------|---|--------------------|-------|
| Ginnybakes, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8152 |
| Brew Dr. Kombucha | Beverages | Level 400 Ballroom | 8155 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Level 400 Ballroom | 8181 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8205 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Good Seed | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8306 |
| Paleo Ranch | Meat, Dairy and Cheese | Level 400 Ballroom | 8320 |
| Kitchun Grainfree Food Co. | Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese; | Level 400 Ballroom | 8415 |
| Sustainable Indulgence, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8425 |
| Emmy's Organics, inc | Desserts, Confections and Snacks | Level 400 Ballroom | 8601 |
| Bread Empire | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8625 |
| Hu Kitchen LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8703 |
| Primal Kitchen | Condiments, Sauces, Spices | Level 400 Ballroom | 8709 |
| Siete Family Foods | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8711 |
| Eat Real Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8804 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8808 |
| Coconaise | Condiments, Sauces, Spices | Level 400 Ballroom | 8817 |
| Yai's Thai | Condiments, Sauces, Spices | Level 400 Ballroom | 8818 |

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| Tribal Influence | Category | Hall | Booth |
|---|---|-----------------------|-------|
| Wibe Natural Inc. - Benerice - European Rice Drinks | Beverages | Level 400 Ballroom | 8822 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8823 |
| 4505 Chicharrones | Meat, Dairy and Cheese | Level 400 Ballroom | 8827 |
| Soul Sprout | Desserts, Confections and Snacks | Level 400 Ballroom | 8908 |
| Food as Medicine | Category | Hall | Booth |
| Herbal Revolution Farm and Apothecary | Beverages; Herbs & Botanicals | Hall G | 157 |
| Organic Gemini Tigernuts | Desserts, Confections and Snacks | Between Halls E and F | 207 |
| Safie Specialty Foods Company Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 225 |
| Awesome Foods | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; | Between Halls E and F | 316 |
| Bonafide Provisions Bone Broth | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 455 |
| TEAONIC | Beverages; Herbs & Botanicals | Hall G | 758 |
| Smart Kids | Beverages | Between Halls E and F | 909 |
| Temple Turmeric | Beverages | Between Halls E and F | 1006 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Sana Hemp Juice | Beverages; Herbs & Botanicals | Hall G | 1061 |
| Wedderspoon Organic Inc | Herbs & Botanicals | Hall F | 1140 |
| Miracle Noodle | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1358 |
| Chosen Foods, LLC | Condiments, Sauces, Spices | Hall F | 1363 |

| Food as Medicine | Category | Hall | Booth |
|-----------------------------|--|--------------------|-------|
| ME Europe GmbH | Herbs & Botanicals | Hall E | 1425 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 1459 |
| Urban Moonshine | Herbs & Botanicals | Hall E | 1510 |
| Crio Bru | Beverages | Hall D | 2225 |
| Health Matters America | Herbs & Botanicals | Hall D | 2507 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| Vibrant Health | Specialty Supplements; Herbs & Botanicals | Hall B | 3039 |
| ManukaGuard | Specialty Supplements | Hall B | 3044 |
| North American Herb & Spice | Herbs & Botanicals | Hall C | 3211 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| NaturaNectar | Herbs & Botanicals | Hall B | 3358 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall A | 3647 |
| youtheory | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3653 |
| Almased USA, Inc. | Sport Nutrition & Weight Management | Hall A | 3763 |
| Food First | Desserts, Confections and Snacks | Level 300 | 6448 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Inner Eco | Specialty Supplements | Level 300 | 6521 |
| BrainJuice | Beverages | Level 300 | 6567 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |

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| Food as Medicine | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| Detox Water (Superleaf LLC) | Beverages | Level 400 Ballroom | 8043 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Honeydrop Beverages | Beverages | Level 400 Ballroom | 8119 |
| Path of Life | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8140 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| Mr. Mak's | Beverages | Level 400 Ballroom | 8153 |
| Jacob's Raw Fermented Foods | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8176 |
| Goldthread LLC | Beverages | Level 400 Ballroom | 8203 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8205 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 400 Ballroom | 8502 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| Buckley Pet | Pet Products | Level 400 Ballroom | 8611 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| Pink Stork | Desserts, Confections and Snacks | Level 400 Ballroom | 8624 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |

| Food as Medicine | Category | Hall | Booth |
|-------------------------------------|--|-----------------------|-------|
| Xyloburst/Focus Nutrition | Desserts, Confections and Snacks | Level 400 Ballroom | 8803 |
| Bare Bones Broth Co. | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8819 |
| Soul Sprout | Desserts, Confections and Snacks | Level 400 Ballroom | 8908 |
| Dignity Coconuts | Specialty Supplements | Level 400 Ballroom | 8914 |
| Microbiome | Category | Hall | Booth |
| Luke's Organic | Desserts, Confections and Snacks | Between Halls E and F | 216 |
| Ora Organic | Beverages | Hall F | 234 |
| Nounos Creamery | Meat, Dairy and Cheese | Hall G | 254 |
| Protein Plus, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 260 |
| MELT | Meat, Dairy and Cheese | Between Halls E and F | 308 |
| WildBrine | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 332 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall F | 343 |
| Karma Wellness Water | Beverages | Hall G | 453 |
| Suja Juice | Beverages | Between Halls E and F | 606 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Between Halls E and F | 608 |
| GoodBelly by NextFoods | Beverages | Hall F | 630 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 753 |
| SUNWARRIOR | Beverages | Hall F | 1025 |
| Nancys Yogurt/ Springfield Creamery | Meat, Dairy and Cheese | Hall F | 1028 |
| Cultures for Health | Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall G | 1045 |

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| Microbiome | Category | Hall | Booth |
|---|--|-----------|-------|
| LIVE Sparking Drinking Vinegars & LIVE Kombucha | Beverages | Hall E | 1317 |
| Redwood Hill Farm & Creamery | Meat, Dairy and Cheese | Hall F | 1354 |
| Miracle Noodle | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1358 |
| Farmhouse Culture | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 1459 |
| Health-Ade, LLC | Beverages | Hall E | 1512 |
| Daily Greens | Beverages | Hall E | 1524 |
| Lifeway Foods, Inc. | Meat, Dairy and Cheese | Hall F | 1548 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall E | 1621 |
| Morinaga Nutritional Foods, Inc. | Meat, Dairy and Cheese | Hall E | 1719 |
| Attune Foods | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall E | 1720 |
| NuGo Nutrition | Desserts, Confections and Snacks | Hall E | 1934 |
| Anita's Yogurt | Meat, Dairy and Cheese | Hall E | 2125 |
| Lucky Foods, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall D | 2213 |
| Vibrant Health | Specialty Supplements; Herbs & Botanicals | Hall B | 3039 |
| Probulin | Specialty Supplements | Hall A | 3448 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Dr. Mercola Premium Products | Pet Products | Hall A | 3941 |
| Food First | Desserts, Confections and Snacks | Level 300 | 6448 |
| Inner Eco | Specialty Supplements | Level 300 | 6521 |

| Microbiome | Category | Hall | Booth |
|------------------------------------|--|-----------------------|-------|
| AVOKE | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8034 |
| Brew Dr. Kombucha | Beverages | Level 400 Ballroom | 8155 |
| Jacob's Raw Fermented Foods | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8176 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| TruVibe Organics | Beverages | Level 400 Ballroom | 8400 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| Mother Dirt | Skin Care | Level 400 Ballroom | 8427 |
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8510 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 9026 |
| Opportunity: Protein Redefined | Category | Hall | Booth |
| Explore Cuisine | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 105 |
| B'More Organic | Meat, Dairy and Cheese | Hall F | 223 |
| Ora Organic | Beverages | Hall F | 234 |
| Tolerant Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 243 |
| Protein Plus, LLC | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 260 |
| Perfect Bar | Desserts, Confections and Snacks | Hall F | 323 |
| Flapjacked Protein-Packed Products | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 347 |
| I Heart Keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 348 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|---|-----------------------|-------|
| Essential Living Foods | Beverages | Between Halls E and F | 408 |
| Vega | Sport Nutrition & Weight Management | Hall F | 420 |
| Castor & Pollux Pet Works | Pet Products | Hall F | 429 |
| ALOHA | Beverages | Hall G | 559 |
| Bulletproof Nutrition | Beverages; Sport Nutrition & Weight Management | Hall F | 632 |
| thinkThin LLC | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | Hall F | 722 |
| Banza | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 745 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Manitoba Harvest Hemp Foods | Desserts, Confections and Snacks; Sport Nutrition & Weight Management | Hall F | 832 |
| Beanitos, The Original Bean Chip | Desserts, Confections and Snacks | Hall G | 955 |
| Modern Table | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 957 |
| Kodiak Cakes | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 1023 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Grayson Natural Farms | Meat, Dairy and Cheese | Hall G | 1258 |
| Amplify Snack Brands | Desserts, Confections and Snacks | Hall E | 1527 |
| Hiball Energy | Beverages | Hall E | 1904 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |

| Opportunity: Protein Redefined | Category | Hall | Booth |
|-----------------------------------|---|--------------------|-------|
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall C | 3321 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| Vital Proteins | Specialty Supplements; Sport Nutrition & Weight Management | Hall A | 3835 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| AVOKE | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8034 |
| ICONIC - Natural Protein Drink | Beverages | Level 400 Ballroom | 8035 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | Level 400 Ballroom | 8149 |
| Health Warrior Inc | Desserts, Confections and Snacks | Level 400 Ballroom | 8201 |
| BRAMI Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8207 |
| Yuve, Inc. | Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Good Bean, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8308 |
| Paleo Ranch | Meat, Dairy and Cheese | Level 400 Ballroom | 8320 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Wild Friends Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8401 |
| Yumami Food, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8413 |
| Pure Genius Provisions | Desserts, Confections and Snacks | Level 400 Ballroom | 8507 |
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8510 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |

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 |
|-------------------------------|--|-----------------------|-------|
| Sambazon | Sport Nutrition & Weight Management | Hall F | 132 |
| Blue Marble Ice Cream | Frig or Frzn: Meals, Soups, Apps and Sides | Between Halls E and F | 218 |
| Kicking Horse Coffee | Beverages | Hall G | 259 |
| Dave's Killer Bread | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 411 |
| Three Twins Ice Cream | Meat, Dairy and Cheese | Hall F | 625 |
| Cafe Kreyol, LLC | Beverages | Hall G | 760 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| Tofurky Company, The | Meat, Dairy and Cheese | Hall F | 928 |
| Silver Hills Bakery | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 943 |
| Pedon S.P.A. | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 952 |
| Wild Planet Foods | Meat, Dairy and Cheese | Hall F | 1034 |
| Thrive Tribe | Desserts, Confections and Snacks; | Hall F | 1373 |
| Urban Moonshine | Herbs & Botanicals | Hall E | 1510 |
| Barkman Honey | Condiments, Sauces, Spices | Hall F | 1564 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Vita Coco | Beverages | Hall E | 1739 |
| Innocent Chocolate | Desserts, Confections and Snacks | Hall E | 1750 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall D | 2401 |
| JadeYoga | Active Lifestyle | Hall B | 2962 |
| ManukaGuard | Specialty Supplements | Hall B | 3044 |
| Neocell Corp. | Specialty Supplements; Sport Nutrition & Weight Management | Hall B | 3055 |

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| The Purposeful Brand | Category | Hall | Booth |
|-----------------------------------|--|--------------------|-------|
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall C | 3107 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| Probulin | Specialty Supplements | Hall A | 3448 |
| Rainbow Light Nutritional Systems | Vitamins & Minerals | Hall A | 3535 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| youtheory | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3653 |
| Zint Nutrition | Specialty Supplements | Hall A | 3757 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Vitamin Angels | Vitamins & Minerals | Hall A | 3939 |
| The Humble Co. | Oral Care | Level 300 | 4408 |
| Soulfull Project, The | Shelf Stable: Meals, Soups, Apps and Sides | Level 300 | 6436 |
| Intimina | Hygiene | Level 300 | 6450 |
| Dignity Coconuts | Specialty Supplements | Level 300 | 6452 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| Honeydrop Beverages | Beverages | Level 400 Ballroom | 8119 |
| DRINKmaple | Beverages | Level 400 Ballroom | 8129 |
| Sunshine Nut Company | Desserts, Confections and Snacks | Level 400 Ballroom | 8132 |
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8146 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Level 400 Ballroom | 8181 |

| The Purposeful Brand | Category | Hall | Booth |
|----------------------------|--|-----------------------|-------|
| Goldthread LLC | Beverages | Level 400 Ballroom | 8203 |
| Sol Simple | Desserts, Confections and Snacks | Level 400 Ballroom | 8221 |
| Moonshine Sweet Tea | Beverages | Level 400 Ballroom | 8225 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| Atacora Essential Inc. | Skin Care; Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8410 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 400 Ballroom | 8502 |
| Bitsy's Brainfood | Desserts, Confections and Snacks | Level 400 Ballroom | 8700 |
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Rethink Brands LLC | Beverages | Level 400 Ballroom | 8723 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Garden/Outdoor | Level 400 Ballroom | 8810 |
| Kill Cliff Inc. | Beverages | Level 400 Ballroom | 8824 |
| ASI Yaupon Tea | Beverages | Level 400 Ballroom | 8916 |
| Environmental Expectations | Category | Hall | Booth |
| Buddha Teas | Beverages | Between Halls E and F | 119 |

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| Environmental Expectations | Category | Hall | Booth |
|----------------------------|--|-----------------------|-------|
| Sambazon | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; | Hall F | 132 |
| SunRidge Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 226 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 232 |
| Michele's Granola | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 237 |
| Califia Farms | Beverages | Hall F | 329 |
| Pure Brazilian LLC | Beverages | Hall G | 356 |
| Safe Catch, Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 357 |
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall F | 537 |
| Happy Tree | Beverages | Hall G | 555 |
| GrandyOats | Desserts, Confections and Snacks | Between Halls E and F | 715 |
| Harmless Harvest | Beverages | Between Halls E and F | 807 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| Tofurky Company, The | Meat, Dairy and Cheese | Hall F | 928 |
| Pedon S.P.A. | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 952 |
| Wild Planet Foods | Meat, Dairy and Cheese | Hall F | 1034 |
| Wedderspoon Organic Inc | Condiments, Sauces, Spices; Herbs & Botanicals | Hall F | 1140 |
| Justin's, LLC | Desserts, Confections and Snacks | Hall F | 1143 |
| Big Tree Farms | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall G | 1145 |

| Environmental Expectations | Category | Hall | Booth |
|-----------------------------------|--|-----------------------|-------|
| Nature's Path Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 1208 |
| IF YOU CARE | Kitchen/Housewares/ Equipment; Cleaning Products | Hall F | 1222 |
| Global Organics, Ltd. | Desserts, Confections and Snacks | Hall E | 1319 |
| ORGANIC INDIA USA | Beverages | Hall E | 1325 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Urban Moonshine | Herbs & Botanicals | Hall E | 1510 |
| Kelapo Coconut | Condiments, Sauces, Spices | Hall E | 1601 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Himalasalt | Condiments, Sauces, Spices | Hall E | 1846 |
| Scheckter's Organic Energy | Beverages | Hall E | 2000 |
| Balanced Guru | Skin Care | Hall D | 2201 |
| Waiakea Hawaiian VolcaniC Water | Beverages | Hall D | 2228 |
| Bi-O-Kleen | Cleaning Products | Hall B | 2835 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | Hall B | 2844 |
| Native Organics Industries LLC | Cleaning Products | Hall B | 2857 |
| Naturepedic | Textiles/Clothing | Hall B | 2858 |
| Rebel Green | Cleaning Products | Hall B | 2935 |
| Caboo Paper Products Inc. | Cleaning Products | Hall B | 2951 |
| JadeYoga | Active Lifestyle | Hall B | 2962 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| Rainbow Light Nutritional Systems | Vitamins & Minerals | Hall A | 3535 |

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| Environmental Expectations | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| NÜD | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall A | 3564 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Earth Mama Angel Baby | Herbs & Botanicals | Level 300 | 6429 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Dignity Coconuts | Specialty Supplements | Level 300 | 6452 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| Javazen | Beverages | Level 400 Ballroom | 8042 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Boxed Water Is Better LLC | Beverages | Level 400 Ballroom | 8113 |
| Revive Kombucha | Beverages | Level 400 Ballroom | 8136 |
| Sierra Nevada Cheese Co. | Meat, Dairy and Cheese | Level 400 Ballroom | 8149 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| The Jackfruit Company | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8154 |
| Steve's PaleoGoods | Desserts, Confections and Snacks; Meat, Dairy and Cheese | Level 400 Ballroom | 8181 |
| Kite Hill | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8188 |
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Level 400 Ballroom | 8190 |
| Sol Simple | Desserts, Confections and Snacks | Level 400 Ballroom | 8221 |

| Environmental Expectations | Category | Hall | Booth |
|-----------------------------|---|-----------------------|-------|
| Simply Protein | Desserts, Confections and Snacks | Level 400 Ballroom | 8223 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Xyloburst/Focus Nutrition | Desserts, Confections and Snacks | Level 400 Ballroom | 8803 |
| ASI Yaupon Tea | Beverages | Level 400 Ballroom | 8916 |
| Loving Earth | Desserts, Confections and Snacks | Level 400 Ballroom | 9107 |
| The B Corp Revolution | Category | Hall | Booth |
| B'More Organic | Meat, Dairy and Cheese | Hall F | 223 |
| Peeled Snacks | Desserts, Confections and Snacks | Between Halls E and F | 309 |
| Beanfields Snacks | Desserts, Confections and Snacks | Hall F | 334 |
| Ruby's Naturals Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 545 |
| GloryBee | Condiments, Sauces, Spices | Hall F | 621 |
| Purely Elizabeth | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 753 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Manitoba Harvest Hemp Foods | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 832 |

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| The B Corp Revolution | Category | Hall | Booth |
|---------------------------|---|-----------------------|-------|
| Tofurky Company, The | Meat, Dairy and Cheese | Hall F | 928 |
| Mamma Chia | Beverages; Desserts, Confections and Snacks | Hall F | 1234 |
| ORGANIC INDIA USA | Beverages | Hall E | 1325 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Pukka Herbs | Beverages | Hall E | 1429 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall E | 1621 |
| EO Products | Hair Care | Hall D | 2513 |
| Badger | Skin Care | Hall D | 2617 |
| Boulder Clean | Cleaning products | Hall B | 2840 |
| World Centric | Kitchen/Housewares/ Equipment | Hall B | 2851 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| Gluten Free Bar | Desserts, Confections and Snacks | Level 400 Ballroom | 8044 |
| Emmy's Organics, inc | Desserts, Confections and Snacks | Level 400 Ballroom | 8601 |
| NuttZo LLC | Condiments, Sauces, Spices | Level 400 Ballroom | 8707 |
| Opportunity: Regeneration | Category | Hall | Booth |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Between Halls E and F | 406 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| ORGANIC INDIA USA | Beverages | Hall E | 1325 |
| Teton Waters Ranch | Meat, Dairy and Cheese | Hall F | 1457 |
| Caboo Paper Products Inc. | Cleaning Products | Hall B | 2951 |
| JadeYoga | Active Lifestyle | Hall B | 2962 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |

| Opportunity: Regeneration | Category | Hall | Booth |
|------------------------------------|--|-----------------------|-------|
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| BrainJuice | Beverages | Level 300 | 6567 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Opportunity: Waste Not Want Not | Category | Hall | Booth |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 232 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Between Halls E and F | 608 |
| Pedon S.P.A. | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 952 |
| Once Again Nut Butter | Condiments, Sauces, Spices | Between Halls E and F | 1013 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | Hall B | 2844 |
| Caboo Paper Products Inc. | Cleaning Products | Hall B | 2951 |
| Host Defense Mushrooms | Herbs & Botanicals | Hall C | 3018 |
| The Humble Co. | Oral Care | Level 300 | 4408 |
| Intimina | Hygiene | Level 300 | 6450 |
| FATCO | Skin Care | Level 400 Ballroom | 8002 |
| Bourbon Barrel Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8014 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8810 |

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 |
|----------------------------------|---|--------|-------|
| Angie's Boomchickapop | Sport Nutrition & Weight Management | Hall F | 240 |
| LesserEvil Healthy Brands | Desserts, Confections and Snacks | Hall F | 340 |
| Vegan Rob's | Desserts, Confections and Snacks | Hall F | 343 |
| I Heart Keenwah | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall G | 348 |
| Veggie Fries | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 350 |
| Bulletproof Nutrition | Sport Nutrition & Weight Management | Hall F | 632 |
| thinkThin LLC | Sport Nutrition & Weight Management | Hall F | 722 |
| Turbana Corporation | Desserts, Confections and Snacks | Hall G | 762 |
| Way Better Snacks | Desserts, Confections and Snacks | Hall F | 840 |
| Element Snacks | Desserts, Confections and Snacks | Hall G | 859 |
| Beanitos, The Original Bean Chip | Desserts, Confections and Snacks | Hall G | 955 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Rhythm Superfoods | Desserts, Confections and Snacks | Hall F | 1241 |
| Thrive Tribe | Desserts, Confections and Snacks | Hall F | 1373 |
| Good Health Natural Products | Desserts, Confections and Snacks | Hall F | 1549 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Daily Crave, The | Desserts, Confections and Snacks | Hall E | 1701 |

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| Snackification | Category | Hall | Booth |
|--------------------------------|---|--------------------|-------|
| Simply7 Snacks | Desserts, Confections and Snacks | Hall E | 1817 |
| NuGo Nutrition | Sport Nutrition & Weight Management | Hall E | 1934 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Alive and Radiant Foods | Desserts, Confections and Snacks | Level 300 | 4507 |
| Aketta | Desserts, Confections and Snacks | Level 300 | 6407 |
| Awesome Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8036 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Biena Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8110 |
| BRAMI Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8207 |
| Good Bean, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8308 |
| KLB Enterprises, Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8319 |
| Paleo Ranch | Desserts, Confections and Snacks | Level 400 Ballroom | 8320 |
| CUPFUL | Meat, Dairy and Cheese | Level 400 Ballroom | 8327 |
| Natural Sins | Desserts, Confections and Snacks | Level 400 Ballroom | 8403 |
| Yumami Food, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8413 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| New Barn | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8616 |
| Bitsy's Brainfood | Desserts, Confections and Snacks | Level 400 Ballroom | 8700 |

| Snackification | Category | Hall | Booth |
|-------------------------------|---|-----------------------|-------|
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Modern Pod Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8719 |
| Nuts About You | Desserts, Confections and Snacks | Level 400 Ballroom | 8721 |
| Eat Real Snacks | Desserts, Confections and Snacks | Level 400 Ballroom | 8804 |
| Nutty Goodness LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8808 |
| New Pop Skinless Popcorn | Desserts, Confections and Snacks | Level 400 Ballroom | 8825 |
| RXBAR | Desserts, Confections and Snack | Level 400 Ballroom | 8901 |
| Sejoya Foods | Desserts, Confections and Snacks | Level 400 Ballroom | 8927 |
| Smoothie Love | Category | Hall | Booth |
| Suja Juice | Beverages | Between Halls E and F | 606 |
| Forager Project | Beverages; Desserts, Confections and Snacks | Between Halls E and F | 608 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Sana Hemp Juice | Beverages | Hall G | 1061 |
| Daily Greens | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall E | 1524 |
| Nature's Earthly Choice | Beverages | Hall E | 1749 |
| Health Matters America | Herbs & Botanicals | Hall D | 2507 |
| Om Organic Mushroom Nutrition | Specialty Supplements | Hall B | 3163 |
| Inner Eco | Specialty Supplements | Level 300 | 6521 |

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| Smoothie Love | Category | Hall | Booth |
|--|--|--------------------|-------|
| AVOKE | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8034 |
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8146 |
| Bright Greens | Beverages | Level 400 Ballroom | 8310 |
| TruVibe Organics | Beverages | Level 400 Ballroom | 8400 |
| Zupa Noma | Beverages | Level 400 Ballroom | 8512 |
| SoTru | Beverages | Level 400 Ballroom | 8800 |
| Speed Scratch | Category | Hall | Booth |
| Good Food Made Simple, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 320 |
| Saffron Road | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 623 |
| Modern Table | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 957 |
| Lundberg Family Farms | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1321 |
| Tasty Bite | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1839 |
| Hummustir | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 2017 |
| Paul's Quinoa | Shelf Stable: Meals, Soups, Apps and Sides | Hall D | 2218 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4808 |
| Wild Garden / Ziyad Brothers Importing | Condiments, Sauces, Spices | Level 300 | 6526 |
| Kidfresh | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8038 |
| Vana Life Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8509 |
| Slim Soul by Jillian Michaels | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8610 |
| Kitchfix | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8710 |

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 |
|---------------------------------------|---|-----------------------|-------|
| Herbal Revolution Farm and Apothecary | Sport Nutrition & Weight Management | Hall G | 157 |
| TEAONIC | Beverages; Herbs & Botanicals | Hall G | 758 |
| Sana Hemp Juice | Herbs & Botanicals | Hall G | 1061 |
| Urban Moonshine | Beverages | Hall E | 1510 |
| ILHWA NA | Herbs & Botanicals | Hall A | 3558 |
| Boiron | Specialty Supplements; Herbs & Botanicals | Hall A | 3834 |
| Organica | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4506 |
| BrainJuice | Beverages | Level 300 | 6567 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| Macaccino | Beverages | Level 400 Ballroom | 8177 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| Quelling Inflammation | Category | Hall | Booth |
| Herbal Revolution Farm and Apothecary | Beverages | Hall G | 157 |
| Temple Turmeric | Beverages | Between Halls E and F | 1006 |
| Sana Hemp Juice | Beverages; Herbs & Botanicals | Hall G | 1061 |
| Urban Moonshine | Herbs & Botanicals | Hall E | 1510 |
| North American Herb & Spice | Herbs & Botanicals | Hall C | 3211 |
| New Chapter Inc. | Herbs & Botanicals | Hall A | 3553 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall A | 3647 |
| Alchem USA Inc. | Herbs & Botanicals | Level 300 | 6444 |

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| Quelling Inflammation | Category | Hall | Booth |
|---|---|-----------------------|-------|
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Cham Cold Brew Teas | Beverages | Level 400 Ballroom | 8022 |
| Detox Water (Superleaf LLC) | Beverages | Level 400 Ballroom | 8043 |
| Mt. Angel Vitamins | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8322 |
| Nordic Naturals | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 8412 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| Siete Family Foods | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8711 |
| ASI Yaupon Tea | Beverages | Level 400 Ballroom | 8916 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 9026 |
| Food Allergies | Category | Hall | Booth |
| Sunshine Burger & Specialty Food Company LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Between Halls E and F | 211 |
| Luke's Organic | Desserts, Confections and Snacks | Between Halls E and F | 216 |
| Califia Farms | Beverages | Hall F | 329 |
| Veggie Fries | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 350 |
| Zemas Madhouse Foods inc | Herbs & Botanicals | Hall G | 648 |
| Van's International Foods | Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 724 |
| SuperSeedz | Desserts, Confections and Snacks | Hall F | 744 |
| Enjoy Life Foods | Desserts, Confections and Snacks | Hall F | 1039 |

| Food Allergies | Category | Hall | Booth |
|-------------------------|--|--------------------|-------|
| Hilary's | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall F | 1460 |
| Amplify Snack Brands | Desserts, Confections and Snacks | Hall E | 1527 |
| Ener-G Foods Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall E | 1822 |
| NuGo Nutrition | Sport Nutrition & Weight Management | Hall E | 1934 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall E | 2117 |
| Boulder Clean | Cleaning Products | Hall B | 2840 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Orgain, Inc. | Sport Nutrition & Weight Management | Hall C | 3321 |
| Amazing Grass | Herbs & Botanicals; Sport Nutrition & Weight Management | Hall B | 3341 |
| Solgar Vitamin and Herb | Herbs & Botanicals | Hall A | 3647 |
| Just Thrive Probiotic | Vitamins & Minerals; Specialty Supplements | Hall A | 3937 |
| Siddha Flower Essences | Herbs & Botanicals | Hall A | 3947 |
| MadeGood Foods | Desserts, Confections and Snacks | Level 400 Ballroom | 8040 |
| Foods Alive Inc. | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Tin Star Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8117 |
| DRINKmaple | Beverages | Level 400 Ballroom | 8129 |

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| Food Allergies | Category | Hall | Booth |
|--------------------------------|---|-----------------------|-------|
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| Brew Dr. Kombucha | Beverages | Level 400 Ballroom | 8155 |
| Yuve, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Yumami Food, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8413 |
| Pure Genius Provisions | Desserts, Confections and Snacks | Level 400 Ballroom | 8507 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| Healthy Chocolate Florida, LLC | Specialty Supplements | Level 400 Ballroom | 8612 |
| Square Organics | Desserts, Confections and Snacks | Level 400 Ballroom | 8701 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Xyloburst/Focus Nutrition | Desserts, Confections and Snacks | Level 400 Ballroom | 8803 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8823 |
| Kate Farms, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8905 |
| Pharmvista | Vitamins & Minerals; Specialty Supplements | Level 400 Ballroom | 9026 |
| Sugar Vilified | Category | Hall | Booth |
| Munkijo | Condiments, Sauces, Spices | Hall F | 231 |
| Awesome Foods | Beverages; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; | Between Halls E and F | 316 |

| Sugar Vilified | Category | Hall | Booth |
|---|--|--------------------|-------|
| Swerve Sweetener | Condiments, Sauces, Spices | Hall F | 434 |
| Hi I'm Skinny/GH Creators | Desserts, Confections and Snacks | Hall G | 552 |
| Suzanne's Specialties, Inc. | Condiments, Sauces, Spices | Hall F | 828 |
| ARCTIC ZERO Fit Frozen Desserts (Ice Cream) | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 1557 |
| NuNaturals, Inc. | Condiments, Sauces, Spices | Hall E | 1714 |
| PUR Gum | Desserts, Confections and Snacks | Hall E | 1748 |
| Monk Fruit Corp. | Condiments, Sauces, Spices | Hall E | 1900 |
| Stevita Co. Inc. | Condiments, Sauces, Spices | Hall E | 1915 |
| Core Nutrition LLC | Beverages | Hall E | 2114 |
| Herbion Naturals | Herbs & Botanicals | Hall A | 3840 |
| NOOMA | Beverages | Level 400 Ballroom | 8010 |
| Tickle Water | Beverages | Level 400 Ballroom | 8020 |
| Parker Maple Farm | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 400 Ballroom | 8045 |
| SOUND Sparkling Tea | Beverages | Level 400 Ballroom | 8112 |
| Matt's Cookie Company | Desserts, Confections and Snacks | Level 400 Ballroom | 8125 |
| WONDER+WELL | Beverages | Level 400 Ballroom | 8418 |
| Wildway | Desserts, Confections and Snacks | Level 400 Ballroom | 8511 |
| ProYo | Sport Nutrition & Weight Management | Level 400 Ballroom | 8520 |
| Rebel Kitchen | Beverages | Level 400 Ballroom | 8609 |
| Healthy Chocolate Florida, LLC | Desserts, Confections and Snacks; Specialty Supplements | Level 400 Ballroom | 8612 |

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 |
|---------------------------------------|--|-----------------------|-------|
| Herbal Revolution Farm and Apothecary | Sport Nutrition & Weight Management | Hall G | 157 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 232 |
| Maple Guild, The | Condiments, Sauces, Spices | Hall G | 448 |
| GrandyOats | Desserts, Confections and Snacks | Between Halls E and F | 715 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall F | 1138 |
| Swiss Villa LLC | Meat, Dairy and Cheese | Hall G | 1146 |
| Grayson Natural Farms | Meat, Dairy and Cheese | Hall G | 1258 |
| Herbaria Kraeuterparadies GmbH | Condiments, Sauces, Spices | Between Halls E and F | 1312 |
| Organic Valley | Meat, Dairy and Cheese | Hall E | 1329 |
| Trickling Springs Creamery | Meat, Dairy and Cheese | Hall F | 1553 |
| Bi-O-Kleen | Cleaning Products | Hall B | 2835 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | Hall B | 2844 |
| Vermont Village | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6425 |
| Milkadamia | Desserts, Confections and Snacks | Level 400 Ballroom | 8404 |
| Jackson's Honest | Desserts, Confections and Snacks | Level 400 Ballroom | 8502 |
| Continued Rise of Local | Category | Hall | Booth |
| Herbal Revolution Farm and Apothecary | Beverages; Herbs & Botanicals | Hall G | 157 |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 232 |
| Graeter's Ice Cream | Meat, Dairy and Cheese | Hall F | 338 |
| Maple Guild, The | Condiments, Sauces, Spices | Hall G | 448 |
| Happy Tree | Beverages | Hall G | 555 |

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| Continued Rise of Local | Category | Hall | Booth |
|----------------------------|--|-----------------------|-------|
| Pure Wild Oregon | Condiments, Sauces, Spices | Hall G | 660 |
| GrandyOats | Desserts, Confections and Snacks | Between Halls E and F | 715 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall F | 1138 |
| Justin's, LLC | Desserts, Confections and Snacks | Hall F | 1143 |
| Swiss Villa LLC | Meat, Dairy and Cheese | Hall G | 1146 |
| Grayson Natural Farms | Meat, Dairy and Cheese | Hall G | 1258 |
| Dreaming Cow | Meat, Dairy and Cheese | Hall F | 1465 |
| Urban Moonshine | Beverages | Hall E | 1510 |
| Daily Greens | Beverages | Hall E | 1524 |
| Trickling Springs Creamery | Meat, Dairy and Cheese | Hall F | 1553 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 1815 |
| Fonterra USA Inc. | Meat, Dairy and Cheese | Hall E | 2112 |
| Redmond | Condiments, Sauces, Spices | Hall D | 2206 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall D | 2309 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | Hall B | 2844 |
| ManukaGuard | Specialty Supplements | Hall B | 3044 |
| MegaFood | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals | Hall C | 3107 |
| Alpinola | Herbs & Botanicals | Hall B | 3362 |
| eVamor Products, LLC | Beverages | Level 300 | 6403 |
| Vermont Village | Herbs & Botanicals | Level 300 | 6425 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |

| Continued Rise of Local | Category | Hall | Booth |
|---------------------------------------|---|-----------------------|-------|
| Dignity Coconuts | Specialty Supplements | Level 300 | 6452 |
| Crazy Go Nuts | Desserts, Confections and Snacks | Level 400 Ballroom | 8013 |
| Milton's Local | Meat, Dairy and Cheese | Level 400 Ballroom | 8024 |
| Parker Maple Farm | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Level 400 Ballroom | 8045 |
| Missouri Pecan Growers | Desserts, Confections and Snacks | Level 400 Ballroom | 8103 |
| McKaskle Family Farm | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8157 |
| CUPFUL | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8327 |
| Milkadamia | Beverages | Level 400 Ballroom | 8404 |
| Amazon Caribbean Guyana | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8411 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Misha Dairy | Meat, Dairy and Cheese | Level 400 Ballroom | 8714 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Abby's Better Nut Butter, LLC | Condiments, Sauces, Spices | Level 400 Ballroom | 8812 |
| ASI Yaupon Tea | Beverages | Level 400 Ballroom | 8916 |
| Getting Crafty | Category | Hall | Booth |
| Herbal Revolution Farm and Apothecary | Beverages; Herbs & Botanicals | Hall G | 157 |
| Fire Cider | Beverages | Between Halls E and F | 213 |
| Nounos Creamery | Meat, Dairy and Cheese | Hall G | 254 |
| SuckerPunch Gourmet, Inc. | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 657 |

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| Getting Crafty | Category | Hall | Booth |
|---|---|--------------------|-------|
| Chameleon Cold Brew | Beverages | Hall G | 852 |
| Lilly's Hummus | Frig or Frzn: Meals, Soups, Apps and Sides | Hall G | 854 |
| Reed's Inc | Beverages | #N/A | 1023 |
| LIVE Sparking Drinking Vinegars & LIVE Kombucha | Beverages | Hall E | 1317 |
| Sipp Sparkling Organics | Beverages | Hall F | 1349 |
| Health-Ade, LLC | Beverages | Hall E | 1512 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall D | 2309 |
| Bee's Wrap, LLC | Kitchen/Housewares/ Equipment | Hall B | 2844 |
| Prop & Peller Pretzels | Desserts, Confections and Snacks | Level 300 | 6423 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |
| Bourbon Barrel Foods | Condiments, Sauces, Spices | Level 400 Ballroom | 8014 |
| CideRoad | Beverages | Level 400 Ballroom | 8033 |
| Detox Water (Superleaf LLC) | Beverages | Level 400 Ballroom | 8043 |
| Tucson Tamale Company | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8116 |
| Revive Kombucha | Beverages | Level 400 Ballroom | 8136 |
| Brew Dr. Kombucha | Beverages | Level 400 Ballroom | 8155 |
| Holy Kombucha, Inc | Beverages | Level 400 Ballroom | 8161 |
| Mad Scientist Nuts | Desserts, Confections and Snacks | Level 400 Ballroom | 8304 |
| Kohana Coffee | Beverages | Level 400 Ballroom | 8309 |
| N.O. Brew Iced Coffee | Beverages | Level 400 Ballroom | 8407 |
| Owl's Brew | Beverages | Level 400 Ballroom | 8521 |

| Getting Crafty | Category | Hall | Booth |
|--|--|-----------------------|-------|
| 4th & Heart | Condiments, Sauces, Spices | Level 400 Ballroom | 8602 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Back to the Roots | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Garden/Outdoor | Level 400 Ballroom | 8810 |
| Toasted Oat, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8823 |
| Opportunity: Shortening the Supply Chain | Category | Hall | Booth |
| Stahlbush Island Farms | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 232 |
| Maple Guild, The | Condiments, Sauces, Spices | Hall G | 448 |
| Fusion Jerky | Meat, Dairy and Cheese | Hall G | 462 |
| Turbana Corporation | Desserts, Confections and Snacks | Hall G | 762 |
| Heilongjiang Blue Ocean Soybean Food Co., Ltd. | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 1108 |
| Barney & Co. California | Desserts, Confections and Snacks | Hall F | 1138 |
| Big Tree Farms | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall G | 1145 |
| Daily Greens | Beverages | Hall E | 1524 |
| Evolution Salt Co. | Condiments, Sauces, Spices | Hall D | 2306 |
| Juniper Ridge | Skin Care; Aromatherapy/ Essential Oils/Fragrances | Hall D | 2309 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall D | 2401 |
| eVamor Products, LLC | Beverages | Level 300 | 6403 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |

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| Opportunity: Shortening the Supply Chain | Category | Hall | Booth |
|--|--|-----------------------|-------|
| Alchem USA Inc. | Herbs & Botanicals | Level 300 | 6444 |
| McKaskle Family Farm | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Level 400 Ballroom | 8157 |
| Lily of the Desert | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8180 |
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Level 400 Ballroom | 8190 |
| Atacora Essential Inc. | Skin Care | Level 400 Ballroom | 8410 |
| Amazon Caribbean Guyana | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8411 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Obrigado | Beverages | Level 400 Ballroom | 9002 |
| Opportunity: Collaboration Economy | Category | Hall | Booth |
| Pure Brazilian LLC | Beverages | Hall G | 356 |
| Harmless Harvest | Beverages | Between Halls E and F | 807 |
| Mondelez Global LLC | Desserts, Confections and Snacks | Hall F | 837 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Innocent Chocolate | Desserts, Confections and Snacks | Hall E | 1750 |
| Fonterra USA Inc. | Meat, Dairy and Cheese | Hall E | 2112 |
| Vitamin Angels | Vitamins & Minerals | Hall A | 3939 |
| Buddy Fruits | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 6557 |
| Goldthread LLC | Beverages | Level 400 Ballroom | 8203 |

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 |
|--|---|-----------------------|-------|
| Raw Indulgence Ltd / Raw Revolution | Sport Nutrition & Weight Management | Hall G | 245 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 336 |
| Atlantic Natural Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall G | 845 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall G | 857 |
| Lotus Foods | Shelf Stable: Meals, Soups, Apps and Sides | Between Halls E and F | 916 |
| Eden Foods | Desserts, Confections and Snacks | Hall E | 1627 |
| Gimme Health | Desserts, Confections and Snacks | Hall D | 2227 |
| Aketta | Desserts, Confections and Snacks | Level 300 | 6407 |
| Macaccino | Beverages | Level 400 Ballroom | 8177 |
| Patience Fruit & Co/Fruit d'Or | Desserts, Confections and Snacks | Level 400 Ballroom | 8190 |
| Ocean's Halo | Desserts, Confections and Snacks | Level 400 Ballroom | 8422 |
| SeaSnax | Desserts, Confections and Snacks | Level 400 Ballroom | 8500 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Six Foods, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8720 |
| The Plant Revolution | Category | Hall | Booth |
| Sunshine Burger & Specialty Food Company LLC | Cleaning Products | Between Halls E and F | 211 |
| MELT | Meat, Dairy and Cheese | Between Halls E and F | 308 |
| Sweet Earth Natural Foods | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 336 |
| Vega | Sport Nutrition & Weight Management | Hall F | 420 |

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| The Plant Revolution | Category | Hall | Booth |
|--------------------------------|---|-----------------------|-------|
| Chicago Vegan Foods | Meat, Dairy and Cheese | Hall F | 534 |
| Follow Your Heart | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese | Hall F | 537 |
| ALOHA | Beverages | Hall G | 559 |
| thinkThin LLC | Sport Nutrition & Weight Management | Hall F | 722 |
| Navitas Organics | Sport Nutrition & Weight Management | Between Halls E and F | 809 |
| Manitoba Harvest Hemp Foods | Condiments, Sauces, Spices; Desserts, Confections and Snacks | Hall F | 832 |
| Atlantic Natural Foods | Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese | Hall G | 845 |
| Sophie's Kitchen Vegan Seafood | Meat, Dairy and Cheese | Hall G | 857 |
| Tofurky Company, The | Meat, Dairy and Cheese | Hall F | 928 |
| SUNWARRIOR | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Hall F | 1025 |
| Miyoko's Kitchen | Meat, Dairy and Cheese | Hall G | 1051 |
| Upton's Naturals | Frig or Frzn: Meals, Soups, Apps and Sides | Hall F | 1240 |
| Hilary's | Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices | Hall F | 1460 |
| Quorn Foods Inc. | Frig or Frzn: Meals, Soups, Apps and Sides | Hall E | 1806 |
| NoBull Burger | Meat, Dairy and Cheese | Hall E | 2006 |
| Daiya Foods, Inc. | Meat, Dairy and Cheese | Hall E | 2117 |

| The Plant Revolution | Category | Hall | Booth |
|-------------------------------|---|--------------------|-------|
| Anita's Yogurt | Meat, Dairy and Cheese | Hall E | 2125 |
| Vibrant Health | Pet Products; Specialty Supplements; Herbs & Botanicals | Hall B | 3039 |
| Plant Fusion | Sport Nutrition & Weight Management | Hall B | 3139 |
| Om Organic Mushroom Nutrition | Specialty Supplements | Hall B | 3163 |
| North American Herb & Spice | Herbs & Botanicals | Hall C | 3211 |
| Jarrow Formulas | Sport Nutrition & Weight Management | Hall C | 3217 |
| Garden of Life, LLC | Sport Nutrition & Weight Management | Hall C | 3225 |
| Amazing Grass | Herbs & Botanicals | Hall B | 3341 |
| QRUNCH Organics, LLC | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4411 |
| Grainful | Frig or Frzn: Meals, Soups, Apps and Sides | Level 300 | 4808 |
| Sunleaf Naturals LLC | Skin Care; Hair Care; Aromatherapy/Essential Oils/Fragrances | Level 300 | 6440 |
| Rilassati LLC | Beverages | Level 300 | 6451 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| CV Sciences | Specialty Supplements; Herbs & Botanicals | Level 400 Ballroom | 8150 |
| The Jackfruit Company | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8154 |
| Revolution Gelato | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8187 |
| Kite Hill | Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8188 |
| NuPasta Inc | Shelf Stable: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8205 |

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| The Plant Revolution | Category | Hall | Booth |
|---------------------------------|---|--------------------|-------|
| Yuve, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8217 |
| Good Seed | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8306 |
| Good Bean, The | Desserts, Confections and Snacks | Level 400 Ballroom | 8308 |
| Yumami Food, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8413 |
| Verday Chlorophyll Water | Beverages | Level 400 Ballroom | 8527 |
| VitaminSea Seaweed | Desserts, Confections and Snacks; Pet Products | Level 400 Ballroom | 8718 |
| Modern Pod Company, The | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8719 |
| SoTru | Herbs & Botanicals; Sport Nutrition & Weight Management | Level 400 Ballroom | 8800 |
| Kate Farms, Inc. | Beverages; Sport Nutrition & Weight Management | Level 400 Ballroom | 8905 |
| Field Roast Grain Meat Co., The | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 9012 |

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 |
|---|--|-----------------------|--------------|
| Vegan Rob's | Sport Nutrition & Weight Management | Hall F | 343 |
| Springfield North America Inc | Shelf Stable: Meals, Soups, Apps and Sides | Hall G | 359 |
| Temple Turmeric | Beverages | Between Halls E and F | 1006 |
| ME Europe GmbH | Herbs & Botanicals | Hall E | 1425 |
| Aketta | Desserts, Confections and Snacks | Level 300 | 6407 |
| Foods Alive Inc. | Desserts, Confections and Snacks | Level 400 Ballroom | 8100 |
| Tio Gazpacho | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8146 |
| Yumami Food, LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8413 |
| Good Culture | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8510 |
| Buchi Kombucha | Beverages | Level 400 Ballroom | 8704 |
| Charley King's | Condiments, Sauces, Spices | Level 400 Ballroom | 8727 |
| Yai's Thai | Condiments, Sauces, Spices | Level 400 Ballroom | 8818 |
| Wibe Natural Inc. - Benerice - European Rice Drinks | Beverages | Level 400 Ballroom | 8822 |
| Opportunity: Putting a Face on Our Farmers and Food System | Category | Hall | Booth |
| Safe Catch, Inc | Cleaning Products | Hall G | 357 |
| Maple Hill Creamery, LLC | Meat, Dairy and Cheese | Between Halls E and F | 406 |
| Silver Hills Bakery | Shelf Stable: Meals, Soups, Apps and Sides | Hall F | 943 |
| Little Northern Bakehouse | Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks | Hall F | 1038 |
| Organic Valley | Meat, Dairy and Cheese | Hall E | 1329 |

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| Opportunity: Putting a Face on Our Farmers and Food System | Category | Hall | Booth |
|--|--|--------------------|-------|
| Urban Moonshine | Beverages | Hall E | 1510 |
| Popcorners | Desserts, Confections and Snacks | Hall E | 1615 |
| Stonyfield Organic | Meat, Dairy and Cheese | Hall E | 1621 |
| Bellucci | Condiments, Sauces, Spices | Hall E | 1815 |
| Alaffia Sustainable Skin Care | Skin Care; Hair Care | Hall D | 2401 |
| Rebel Green | Cleaning Products | Hall B | 2935 |
| Metropolitan Tea Company | Beverages | Level 300 | 6519 |
| Sunfed Ranch | Meat, Dairy and Cheese | Level 400 Ballroom | 8102 |
| Missouri Pecan Growers | Desserts, Confections and Snacks | Level 400 Ballroom | 8103 |
| Sol Simple | Desserts, Confections and Snacks | Level 400 Ballroom | 8221 |
| K'UL Foods LLC | Desserts, Confections and Snacks | Level 400 Ballroom | 8424 |
| Once Upon A Farm | Frig or Frzn: Meals, Soups, Apps and Sides | Level 400 Ballroom | 8508 |
| Loving Earth | Desserts, Confections and Snacks | Level 400 Ballroom | 9107 |

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