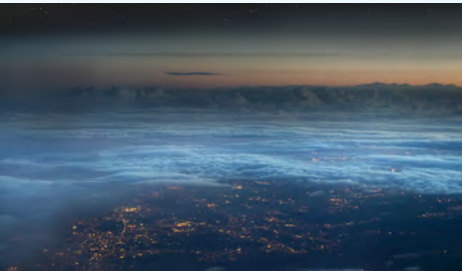




2018 Trend Guidebook

Natural Products Expo East



Welcome to the Interactive Digital Trend Guidebook for Expo East 2018

In order to use this guidebook on your smart phone or handheld device, download **Adobe Acrobat Reader** from your app store.

Macro Forces and trends have all been hyperlinked to help you easily navigate the digital file on your hand held device as you walk the trade show floors. Easily click on the [Macro Force](#) you are interested in, then click on which trend is most important to you.

Leverage the links at the bottom of each page to take you back to the overview of the Macro Forces (bottom left), or click on the name of the Macro Force (bottom right) to take you back to the first page of each chapter where you can select another trend of interest to you.

Welcome to Natural Products Expo East 2018!

The purpose of this guidebook is to help maximize your Natural Products Expo East experience by sharing with you the forces inspiring innovation and the brands exemplifying trends shaping the industry. From nearly 1,500 exhibitors across Food & Beverage, Supplements, and Natural Living, a carefully curated list of 600 companies have been identified for their products, ingredients, and innovative practices that match the trends we track and are of significance to the industry.

This guidebook details the key **macro forces** and their corresponding trends, a focused list of companies and their category, hall, and booth numbers. We encourage you to use this guidebook to navigate the show by trends most relevant to you. The goal is to help guide and focus your experience as you 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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New Hope.
NETWORK.

Drawing from the **2018 NEXT Forecast**, the industry's leading source of forward-looking insights, this book will explore 3 cultural forces and their related macro forces that are shaping the future of the natural & organic products industry.*

Each section 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.

Cultural Force: Cultural Awakening

Macro Force – Ancient Wisdom

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

Trends

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

The Wholegrarian Shopper	Category	Hall	Booth
The Lancaster Food Co.	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	85
4Pure, Inc.	Beverages	Between Halls E and F	99
Lekithos	Specialty Supplements	Between Halls E and F	111
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Organic Living Superfoods, LLC	Desserts, Confections and Snacks	Hall F	133
Ark Naturals	Pet Products	Hall F	139
Lavva	Meat, Dairy and Cheese	Hall G	157
Simple Mills	Desserts, Confections and Snacks	Hall F	337
Castor & Pollux Pet Works	Pet Products	Hall F	630
Firehook	Desserts, Confections and Snacks	Hall F	724
Holista Foods	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	1056
To Your Health Sprouted Flour	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	1111
Smashmallow	Desserts, Confections and Snacks	Hall F	1234
Pereg Gourmet	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1240
Alter Eco	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Between Halls E and F	1414
Smart Flour Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1458
Food for Life	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1470
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	1510
Alvarado Street Bakery	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	1523
Good Groceries Company	Desserts, Confections and Snacks	Hall E	1649

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The Wholegrarian Shopper	Category	Hall	Booth
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714
Everspring Farms	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	1908
Crio Bru	Beverages	Hall E	1925
PaPicante	Desserts, Confections and Snacks	Hall E	2013
Rao's Homemade	Condiments, Sauces and Spices	Hall E	2128
Shea Terra Organics	Skin Care	Hall D	2200
Bare Republic	Makeup	Hall D	2406
Indigo Wild	Skin Care; Cleaning Products	Hall D	2415
Badger	Skin Care	Hall D	2617
Schmidt's Naturals	Skin Care; Oral Care	Hall D	2712
WaterWipes	Hygiene	Hall B	2840
Brittanies Thyme	Skin Care; Hair Care; Hygiene	Hall C	2919
cocokind	Makeup; Skin Care	Hall B	2938
BN Labs	Sport Nutrition & Weight Management	Hall B	3056
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
Supernatural Kitchen	Desserts, Confections and Snacks	Ballrooms 307-310	4500
Puori	Sport Nutrition & Weight Management	Ballrooms 307-310	4600
Base Culture	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Ballrooms 307-310	4611
My/Mo Mochi Ice Cream	Desserts, Confections and Snacks	Ballrooms 307-310	4709

The Wholegrarian Shopper	Category	Hall	Booth
The Real Coconut Products Co., LLC	Desserts, Confections and Snacks	Ballrooms 307-310	4711
Jilz Snackerz	Desserts, Confections and Snacks	Ballrooms 314-317	5004
Gryph & IvyRose	Skin Care; Specialty Supplements; Herbs & Botanicals	Ballrooms 314-317	5201
Flora Inc.	Specialty Supplements	Camden Lobby	6404
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Farm & Oven Snacks	Desserts, Confections and Snacks	Camden Lobby	6425
Whirlybird Granola	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Camden Lobby	6510
Paleo Powder Seasoning LLC	Condiments, Sauces, Spices	Camden Lobby	6552
Humble Brands	Hygiene	Camden Lobby	6560
Otto's Naturals	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8045
Honeydrop Beverages	Beverages	Level 400 Ballroom	8048
Path of Life	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8108
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
DRINKmaple	Beverages	Level 400 Ballroom	8129
Riley's Organics	Pet Products	Level 400 Ballroom	8143
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Swapples	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8175
EggLife, LLC	Frig or Frzn: Meals, Soups, Apps & Sides	Level 400 Ballroom	8179

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The Wholegrarian Shopper	Category	Hall	Booth
The Good Earth	Pet Products	Level 400 Ballroom	8184
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
The Herbs and Bees	Skin Care; Oral Care	Level 400 Ballroom	8313
Uncle Dougie's	Condiments, Sauces, Spices	Level 400 Ballroom	8314
Jones Dairy Farm	Meat, Dairy and Cheese	Level 400 Ballroom	8320
Little Moon Essentials	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Level 400 Ballroom	8409
Ready Pac Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8410
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
Tender and True Pet Nutrition	Pet Products	Level 400 Ballroom	8414
Remedy Organics	Beverages	Level 400 Ballroom	8429
Scratch & Grain Baking Company	Desserts, Confections and Snacks	Level 400 Ballroom	8513
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
BRAMI Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8604
The Dirt	Oral Care	Level 400 Ballroom	8625
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
Angelic Bakehouse	Desserts, Confections and Snacks	Level 400 Ballroom	8919
Mike's Hot Honey	Condiments, Sauces, Spices	Level 400 Ballroom	8920
Phyter	Desserts, Confections and Snacks	Level 400 Ballroom	8927

The Wholegrarian Shopper	Category	Hall	Booth
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011
Honey Mama's	Desserts, Confections and Snacks	Level 400 Ballroom	9018
Blisque	Oral Care	Level 400 Ballroom	9025
Inherently Functional	Category	Hall	Booth
Buddha Teas	Beverages	Hall F	120
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Sambazon	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	211
Organic Gemini Tigernuts	Desserts, Confections and Snacks	Between Halls E and F	215
Live.Love.Snack	Desserts, Confections and Snacks	Hall F	238
Health Matters America	Herbs & Botanicals	Between Halls E and F	317
Zest Tea	Beverages	Hall G	559
Little Duck Organics	Desserts, Confections and Snacks	Hall G	845
Mamma Chia	Beverages; Desserts, Confections and Snacks	Between Halls E and F	912
Vital Proteins	Specialty Supplements; Sport Nutrition & Weight Management	Hall F	1031
That's It	Desserts, Confections and Snacks	Hall G	1155
Brodo Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1248
Acai Roots	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	1429
Chosen Foods, LLC	Condiments, Sauces, Spices	Hall F	1463
Evolution Fresh	Beverages	Hall E	1619
Good Groceries Company	Desserts, Confections and Snacks	Hall E	1649

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Inherently Functional	Category	Hall	Booth
WORLD FINER FOODS, INC.	Desserts, Confections and Snacks	Hall E	1735
Manitoba Harvest Hemp Foods	Specialty Supplements	Hall E	1805
Perfect Bar	Desserts, Confections and Snacks	Hall E	1827
B-Tea Beverage, LLC	Beverages	Hall E	1919
Bee Keepers Naturals	Condiments, Sauces and Spices	Hall E	2006
Duogreen	Desserts, Confections and Snacks	Hall E	2015
cocokind	Makeup; Skin Care	Hall B	2938
UGLY by nature	Oral Care	Hall B	2941
BN Labs	Sport Nutrition & Weight Management	Hall B	3056
North American Herb & Spice	Herbs & Botanicals	Hall C	3207
Lily of the Desert	Specialty Supplements; Herbs & Botanicals	Hall B	3339
NaturaNectar	Herbs & Botanicals	Hall B	3351
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Almased USA, Inc.	Sport Nutrition & Weight Management	Hall A	3543
Natural Factors	Sport Nutrition & Weight Management	Hall A	3547
Neocell Corp.	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3553
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
youthery	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3753
Dr. Mercola Premium Products	Pet Products	Hall A	3941

Inherently Functional	Category	Hall	Booth
OHi Food Co.	Desserts, Confections and Snacks	Ballrooms 314-317	5005
Cleveland Kraut	Condiments, Sauces, Spices	Ballrooms 314-317	5202
Flora Inc.	Specialty Supplements	Camden Lobby	6404
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Kalena Sparkling Coconut Water	Beverages	Camden Lobby	6424
Know Brainer Foods	Meat, Dairy and Cheese	Camden Lobby	6430
CAULIPOWER	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6435
Bounce	Desserts, Confections and Snacks	Level 400 Ballroom	8000
Loving Earth	Desserts, Confections and Snacks	Level 400 Ballroom	8021
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
Amafruits	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8130
Rhythm Superfoods	Desserts, Confections and Snacks	Level 400 Ballroom	8141
Four Sigmatic	Beverages; Herbs & Botanicals	Level 400 Ballroom	8152
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Glean	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8162
SoTru	Beverages	Level 400 Ballroom	8190
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
K'UL Foods LLC	Desserts, Confections and Snacks	Level 400 Ballroom	8217
Nourish Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8324

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Inherently Functional	Category	Hall	Booth
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
Remedy Organics	Beverages	Level 400 Ballroom	8429
Health Warrior Inc	Desserts, Confections and Snacks	Level 400 Ballroom	8501
4th & Heart	Condiments, Sauces, Spices	Level 400 Ballroom	8505
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
Sustainable Indulgence, LLC	Desserts, Confections and Snacks	Level 400 Ballroom	8528
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
MySuperFoods	Desserts, Confections and Snacks	Level 400 Ballroom	8701
Tin Star Foods	Condiments, Sauces, Spices	Level 400 Ballroom	8717
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809
Traditional Medicinals	Beverages	Level 400 Ballroom	8817
Mansi	Beverages	Level 400 Ballroom	8904
Angelic Bakehouse	Desserts, Confections and Snacks	Level 400 Ballroom	8919
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011
Opportunity: Embracing Biodynamic	Category	Hall	Booth
Epic Provisions	Meat, Dairy and Cheese	Hall F	828
ORGANIC INDIA USA	Beverages	Hall F	1023
Lundberg Family Farms	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	1321

Opportunity: Embracing Biodynamic	Category	Hall	Booth
White Leaf Provisions	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8813
Opportunity: The Flavor Advantage	Category	Hall	Booth
Bee Seasonal	Condiments, Sauces and Spices	Between Halls E and F	91
Blue Marble Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	119
Lorissa's Kitchen	Meat, Dairy and Cheese	Hall G	260
Theo Chocolate	Desserts, Confections and Snacks	Between Halls E and F	313
Raaka Chocolate Inc	Desserts, Confections and Snacks	Hall G	355
Maple Hill Creamery, LLC	Meat, Dairy and Cheese	Between Halls E and F	406
Maple Guild, The	Condiments, Sauces, Spices	Hall F	440
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	535
Wunder Creamery	Meat, Dairy and Cheese	Hall G	562
RXBAR	Desserts, Confections and Snacks	Hall F	638
Country Archer Jerky	Meat, Dairy and Cheese	Hall G	653
Golden Valley Natural	Desserts, Confections and Snacks	Hall F	725
Epic Provisions	Meat, Dairy and Cheese	Hall F	828
Lotus Foods	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	916
Redwood Hill Farm & Creamery	Meat, Dairy and Cheese	Hall F	931
Himalasalt	Condiments, Sauces, Spices	Hall G	1043
Bonafide Provisions Bone Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1046
Swiss Villa	Meat, Dairy and Cheese	Hall G	1147
Smashmallow	Desserts, Confections and Snacks	Hall F	1234

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Opportunity: The Flavor Advantage	Category	Hall	Booth
LesserEvil, LLC	Desserts, Confections and Snacks	Hall F	1239
Brodo Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1248
Great River Organic Milling	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	1313
Organic Valley	Meat, Dairy and Cheese	Between Halls E and F	1329
Stonyfield Organic	Meat, Dairy and Cheese	Hall F	1335
Panos Brands	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall F	1349
Alive & Well Olives	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1462
B'More Organic	Meat, Dairy and Cheese	Hall E	1500
Clover Sonoma	Meat, Dairy and Cheese	Hall F	1548
Bellucci	Condiments, Sauces, Spices	Hall F	1552
Laloo's Goat's Milk Ice Cream	Meat, Dairy and Cheese	Hall F	1554
Teton Waters Ranch	Meat, Dairy and Cheese	Hall F	1555
Pete and Gerry's Organics	Meat, Dairy and Cheese	Hall E	1615
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Dreaming Cow	Meat, Dairy and Cheese	Hall E	1752
Trickling Springs Creamery	Meat, Dairy and Cheese	Hall E	1839
Naturi, Inc.	Meat, Dairy and Cheese	Hall E	1916
Vital Farms	Meat, Dairy and Cheese	Hall E	1920
Great Lakes Gelatin	Specialty Supplements; Sport Nutrition & Weight Management	Hall E	1926
Sweetwood Smokehouse	Meat, Dairy and Cheese	Hall E	2106
Natural By Nature	Condiments, Sauces and Spices	Hall E	2119

Opportunity: The Flavor Advantage	Category	Hall	Booth
Redmond	Condiments, Sauces, Spices	Hall D	2215
Fortifeye Vitamins	Desserts, Confections and Snacks; Sport Nutrition & Weight Management	Ballrooms 307-310	4813
True Story Foods	Meat, Dairy and Cheese	Camden Lobby	6414
Know Brainer Foods	Meat, Dairy and Cheese	Camden Lobby	6430
Aufschnitt Meats	Desserts, Confections and Snacks	Camden Lobby	6542
Ayoba-Yo	Meat, Dairy and Cheese	Level 400 Ballroom	8001
The Real Co.	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Level 400 Ballroom	8004
Handsome Brook Farm - Pasture Raised Eggs	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8005
ICONIC	Beverages	Level 400 Ballroom	8035
Sunfed Ranch	Meat, Dairy and Cheese	Level 400 Ballroom	8102
Path of Life	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8108
Cece's Veggie Noodle Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8110
Riley's Organics	Pet Products	Level 400 Ballroom	8143
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Superior Farms	Meat, Dairy and Cheese	Level 400 Ballroom	8172
Brooklyn Biltong	Meat, Dairy and Cheese	Level 400 Ballroom	8173
Steve's PaleoGoods	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8183
K'UL Foods LLC	Desserts, Confections and Snacks	Level 400 Ballroom	8217
Jones Dairy Farm	Meat, Dairy and Cheese	Level 400 Ballroom	8320
Hip Chick Farms, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8401

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Opportunity: The Flavor Advantage	Category	Hall	Booth
4th & Heart	Condiments, Sauces, Spices	Level 400 Ballroom	8505
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
Old World Provisions	Meat, Dairy and Cheese	Level 400 Ballroom	8610
Central Grazing Co.	Meat, Dairy and Cheese	Level 400 Ballroom	8623
LIMITLESS Coffee & Tea	Beverages	Level 400 Ballroom	8712
Tin Star Foods	Condiments, Sauces, Spices	Level 400 Ballroom	8717
Picnik	Beverages	Level 400 Ballroom	8828
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
Angelic Bakehouse	Desserts, Confections and Snacks	Level 400 Ballroom	8919
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011

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
Ark Naturals	Pet Products	Hall F	139
NurturMe	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	209
Health Matters America	Herbs & Botanicals	Between Halls E and F	317
Van's International Foods	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall G	462
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
RXBAR	Desserts, Confections and Snacks	Hall F	638
Country Archer Jerky	Meat, Dairy and Cheese	Hall G	653
Karine & Jeff	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	717
Firehook	Desserts, Confections and Snacks	Hall F	724
Matt's Cookie Company	Desserts, Confections and Snacks	Hall G	760
Element Snacks	Desserts, Confections and Snacks	Hall G	852
Orgain, Inc.	Sport Nutrition & Weight Management	Between Halls E and F	1013
Ruby's Naturals	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall G	1145
Elmhurst Milked	Meat, Dairy and Cheese	Hall F	1236
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	1510
Little Northern Bakehouse	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	1710
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713

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Label Reading Goes Beyond Moms	Category	Hall	Booth
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714
Rao's Homemade	Condiments, Sauces and Spices	Hall E	2128
Badger	Skin Care	Hall D	2617
WaterWipes	Hygiene	Hall B	2840
Balanced Guru	Skin Care	Hall B	2851
Naturepedic	Textiles/Clothing	Hall C	2918
derma e	Skin Care; Hair Care	Hall B	2934
Pure Essence Labs	Specialty Supplements	Hall B	3035
Herbion Naturals	Herbs & Botanicals	Hall C	3100
MegaFood	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals	Hall C	3107
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
Naturade	Sport Nutrition & Weight Management	Hall A	3439
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
NÜD	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3564

Label Reading Goes Beyond Moms	Category	Hall	Booth
Bairon	Specialty Supplements; Herbs & Botanicals	Hall A	3734
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Zint Nutrition	Specialty Supplements	Hall A	3835
Essential Formulas	Specialty Supplements	Hall A	3849
Advanced Orthomolecular Research	Vitamins & Minerals; Specialty Supplements	Hall A	3937
Lemi Shine	Cleaning Products	Ballrooms 307-310	4308
Earth Mama Angel Baby	Herbs & Botanicals	Camden Lobby	6509
Buddy Fruits	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6514
Mambino Organics	Skin Care	Camden Lobby	6519
Your Superfoods	Specialty Supplements; Sport Nutrition & Weight Management	Camden Lobby	6532
Humble Brands	Hygiene	Camden Lobby	6560
Better Bites Bakery	Desserts, Confections and Snacks	Camden Lobby	6568
Kirkman Group, Inc.	Specialty Supplements	Level 400 Ballroom	8126
DRINKmaple	Beverages	Level 400 Ballroom	8129
Wholly Wholesome	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8149
Brew Dr. Kombucha	Beverages	Level 400 Ballroom	8150
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Hu Kitchen	Desserts, Confections and Snacks	Level 400 Ballroom	8201
Uncle Dougie's	Condiments, Sauces, Spices	Level 400 Ballroom	8314
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
Tender and True Pet Nutrition	Pet Products	Level 400 Ballroom	8414

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Label Reading Goes Beyond Moms	Category	Hall	Booth
Yai's Thai	Condiments, Sauces, Spices	Level 400 Ballroom	8503
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Mom's Munchies	Desserts, Confections and Snacks	Level 400 Ballroom	8522
Fusia	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8621
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
Don't Go Nuts	Condiments, Sauces and Spices	Level 400 Ballroom	8702
Fuller Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8709
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Poof	Hygiene	Level 400 Ballroom	8725
Fresh Bellies	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8726
GoodPop	Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Level 400 Ballroom	8800
Square Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8801
Kitchfix	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8803
Phyter	Desserts, Confections and Snacks	Level 400 Ballroom	8927
Pharmvista	Vitamins & Minerals; Specialty Supplements	Level 400 Ballroom	9026
Bear	Desserts, Confections and Snacks	Level 400 Ballroom	9100
Trust Through Transparency	Category	Hall	Booth
4Pure, Inc.	Beverages	Between Halls E and F	99
Lekithos	Specialty Supplements	Between Halls E and F	111

Trust Through Transparency	Category	Hall	Booth
Goldthread LLC	Beverages	Hall F	224
Theo Chocolate	Desserts, Confections and Snacks	Between Halls E and F	313
CHO America/Origin846	Condiments, Sauces, Spices	Hall G	359
Mayorga Organics	Beverages	Between Halls E and F	408
Cedar's Foods	Condiments, Sauces, Spices	Hall F	436
Maple Guild, The	Condiments, Sauces, Spices	Hall F	440
Uncle Matt's Organic, Inc.	Beverages	Between Halls E and F	516
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	535
Nutiva	Specialty Supplements	Between Halls E and F	600
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Castor & Pollux Pet Works	Pet Products	Hall F	630
H-Factor	Beverages	Hall G	756
Lotus Foods	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	916
Smashmallow	Desserts, Confections and Snacks	Hall F	1234
Organic Valley	Meat, Dairy and Cheese	Between Halls E and F	1329
Stonyfield Organic	Meat, Dairy and Cheese	Hall F	1335
Wholistic Pet Organics	Pet Products	Hall F	1361
Kiwa	Desserts, Confections and Snacks	Hall F	1363
Alter Eco	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Between Halls E and F	1414
Boulder Clean	Cleaning Products	Hall F	1467
Bellucci	Condiments, Sauces, Spices	Hall F	1552

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Trust Through Transparency	Category	Hall	Booth
Honest Tea	Beverages	Hall E	1704
Little Northern Bakehouse	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	1710
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Andalou Naturals	Skin Care; Hair Care	Hall D	2329
Alaffia Sustainable Skin Care	Skin Care; Hair Care	Hall D	2401
EO Products	Skin Care; Hair Care; Aromatherapy/Essential Oils/ Fragrances	Hall D	2512
ECOS	Pet Products; Cleaning Products	Hall D	2519
Schmidt's Naturals	Skin Care; Oral Care	Hall D	2712
Biokleen	Cleaning Products	Hall B	2835
WaterWipes	Hygiene	Hall B	2840
Made Of	Skin Care; Hygiene; Cleaning Products	Hall B	2843
Nature Clean	Cleaning Products	Hall C	2917
Naturepedic	Textiles/Clothing	Hall C	2918
UGLY by nature	Oral Care	Hall B	2941
MegaFood	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals	Hall C	3107
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228

Trust Through Transparency	Category	Hall	Booth
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
NaturaNectar	Herbs & Botanicals	Hall B	3351
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
NÜD	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3564
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Solgar Vitamin and Herb	Herbs & Botanicals	Hall A	3747
Zint Nutrition	Specialty Supplements	Hall A	3835
Essential Formulas	Specialty Supplements	Hall A	3849
The Honey Pot Company	Hygiene	Ballrooms 307-310	4300
Pomi	Shelf Stable: Meals, Soups, Apps and Sides	Ballrooms 307-310	4410
Flora Inc.	Specialty Supplements	Camden Lobby	6404
Earth Mama Angel Baby	Herbs & Botanicals	Camden Lobby	6509
Your Superfoods	Specialty Supplements; Sport Nutrition & Weight Management	Camden Lobby	6532
Aufschnitt Meats	Desserts, Confections and Snacks	Camden Lobby	6542
The Real Co.	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Level 400 Ballroom	8004
Kirkman Group, Inc.	Specialty Supplements	Level 400 Ballroom	8126
DRINKmaple	Beverages	Level 400 Ballroom	8129
Riley's Organics	Pet Products	Level 400 Ballroom	8143

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Trust Through Transparency	Category	Hall	Booth
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Superior Farms	Meat, Dairy and Cheese	Level 400 Ballroom	8172
K'UL Foods LLC	Desserts, Confections and Snacks	Level 400 Ballroom	8217
Uncle Dougie's	Condiments, Sauces, Spices	Level 400 Ballroom	8314
Hip Chick Farms, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8401
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
Seal the Seasons	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8422
Cafe Kreyol, LLC	Beverages	Level 400 Ballroom	8426
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Central Grazing Co.	Meat, Dairy and Cheese	Level 400 Ballroom	8623
Fresh Bellies	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8726
Square Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8801
Kitchfix	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8803
Traditional Medicinals	Beverages	Level 400 Ballroom	8817
Once Upon a Farm	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	9000
Opportunity: The Verified Brand	Category	Hall	Booth
Zeroodle	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	100
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	312
Health Matters America	Herbs & Botanicals	Between Halls E and F	317

Opportunity: The Verified Brand	Category	Hall	Booth
Farmhouse Culture	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall F	333
UNREAL	Desserts, Confections and Snacks	Hall G	345
Alpine Valley Bakery	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	425
Cedar's Foods	Condiments, Sauces, Spices	Hall F	436
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
Spicely Organics	Condiments, Sauces and Spices	Hall G	451
Van's International Foods	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall G	462
Nutiva	Specialty Supplements	Between Halls E and F	600
Castor & Pollux Pet Works	Pet Products	Hall F	630
Purely Elizabeth	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	753
H-Factor	Beverages	Hall G	756
Orgain, Inc.	Sport Nutrition & Weight Management	Between Halls E and F	1013
ORGANIC INDIA USA	Beverages	Hall F	1023
Enjoy Life Foods	Desserts, Confections and Snacks	Hall F	1039
Himalasalt	Condiments, Sauces, Spices	Hall G	1043
International Harvest, Inc	Desserts, Confections and Snacks	Between Halls E and F	1113
Popcorners	Desserts, Confections and Snacks	Hall F	1133
Om Organic Mushroom	Herbs & Botanicals; Condition Specific	Between Halls E and F	1309
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	1510

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Opportunity: The Verified Brand	Category	Hall	Booth
MadeGood Foods	Desserts, Confections and Snacks	Hall E	1607
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714
B-Tea Beverage, LLC	Beverages	Hall E	1919
Duogreen	Desserts, Confections and Snacks	Hall E	2015
Inika Organic	Makeup	Hall D	2310
Babo Botanicals	Skin Care; Hair Care; Hygiene	Hall D	2326
Alaffia Sustainable Skin Care	Skin Care; Hair Care	Hall D	2401
Bare Republic	Makeup	Hall D	2406
Fit Organic	Cleaning Products	Hall D	2508
EO Products	Skin Care; Hair Care; Aromatherapy/Essential Oils/ Fragrances	Hall D	2512
Badger	Skin Care	Hall D	2617
Moon Valley Organics	Skin Care; Oral Care	Hall C	2822
BioBag	Cleaning Products	Hall C	2825
Made Of	Skin Care; Hygiene; Cleaning Products	Hall B	2843
Balanced Guru	Skin Care	Hall B	2851
Healing Solutions, 100% Pure Essential Oils	Aromatherapy/Essential Oils/ Fragrances	Hall C	2900
Naturepedic	Textiles/Clothing	Hall C	2918
Brittanies Thyme	Skin Care; Hair Care; Hygiene	Hall C	2919
UGLY by nature	Oral Care	Hall B	2941
BN Labs	Sport Nutrition & Weight Management	Hall B	3056

Opportunity: The Verified Brand	Category	Hall	Booth
MegaFood	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals	Hall C	3107
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
Zint Nutrition	Specialty Supplements	Hall A	3835
The Real Coconut Products Co., LLC	Desserts, Confections and Snacks	Ballrooms 307-310	4711
Peloton	Beverages	Ballrooms 314-317	5210
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Kalena Sparkling Coconut Water	Beverages	Camden Lobby	6424
Earth Mama Angel Baby	Herbs & Botanicals	Camden Lobby	6509
Buddy Fruits	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6514
Mambino Organics	Skin Care	Camden Lobby	6519
Bee Bella's	Skin Care	Camden Lobby	6527
Your Superfoods	Specialty Supplements; Sport Nutrition & Weight Management	Camden Lobby	6532
Paleo Powder Seasoning LLC	Condiments, Sauces, Spices	Camden Lobby	6552

Opportunity: The Verified Brand	Category	Hall	Booth
Better Bites Bakery	Desserts, Confections and Snacks	Camden Lobby	6568
Handsome Brook Farm - Pasture Raised Eggs	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8005
YummyEarth	Desserts, Confections and Snacks	Level 400 Ballroom	8024
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
Primal Kitchen	Condiments, Sauces, Spices	Level 400 Ballroom	8135
Riley's Organics	Pet Products	Level 400 Ballroom	8143
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
The Good Earth	Pet Products	Level 400 Ballroom	8184
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308
The Herbs and Bees	Skin Care; Oral Care	Level 400 Ballroom	8313
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
Tender and True Pet Nutrition	Pet Products	Level 400 Ballroom	8414
Evo Hemp	Desserts, Confections and Snacks; Specialty Supplements	Level 400 Ballroom	8418
DeeBee's Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8424
Remedy Organics	Beverages	Level 400 Ballroom	8429
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Waterloo Sparkling Water	Beverages	Level 400 Ballroom	8611
MySuperFoods	Desserts, Confections and Snacks	Level 400 Ballroom	8701
Don't Go Nuts	Condiments, Sauces and Spices	Level 400 Ballroom	8702

Opportunity: The Verified Brand	Category	Hall	Booth
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809
Awesome Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8812
Traditional Medicinals	Beverages	Level 400 Ballroom	8817
SHANTI BAR	Desserts, Confections and Snacks	Level 400 Ballroom	8821
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
Artisan Tropic	Desserts, Confections and Snacks	Level 400 Ballroom	8918
Phyter	Desserts, Confections and Snacks	Level 400 Ballroom	8927
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011
Blisque	Oral Care	Level 400 Ballroom	9025
Opportunity: Rehabilitation of Science	Category	Hall	Booth
Wedderspoon Organic USA	Desserts, Confections and Snacks	Hall F	1037
Probulin	Specialty Supplements	Hall C	3106
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
Neocell Corp.	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3653
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739

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
Zeroodle	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	100
Organic Living Superfoods, LLC	Desserts, Confections and Snacks	Hall F	133
Grunch Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	231
Hail Merry	Desserts, Confections and Snacks	Hall G	258
Luke's Organic	Desserts, Confections and Snacks	Between Halls E and F	312
Beanfields Snacks	Desserts, Confections and Snacks	Hall F	328
Fat Snax	Beverages; Desserts, Confections and Snacks	Hall G	362
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
SUNNIVA Super Coffee	Beverages	Hall G	461
Van's International Foods	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall G	462
Follow Your Heart	Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese	Hall F	537
Nutiva	Specialty Supplements	Between Halls E and F	600
Explore Cuisine	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	606
Edward & Sons Trading Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	627
Sophie's Kitchen Vegan Seafood	Meat, Dairy and Cheese	Hall G	648
Tofurky	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	833
Mikey's	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	853
Caesar's Kitchen	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	929

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Tribal Influence	Category	Hall	Booth
Kinnikinnick Foods Inc.	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall G	943
Caveman Foods	Meat, Dairy and Cheese	Hall G	949
Olivia's Crouton Co. Inc.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1030
Vital Proteins	Specialty Supplements; Sport Nutrition & Weight Management	Hall F	1031
Enjoy Life Foods	Desserts, Confections and Snacks	Hall F	1039
Ruby's Naturals	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall G	1145
That's It	Desserts, Confections and Snacks	Hall G	1155
Panos Brands	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall F	1349
Pedon S.P.A.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1358
Vegan Rob's	Desserts, Confections and Snacks	Hall F	1372
Flax4Life	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1373
Pamela's Products	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall F	1448
Harbor Creek Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1454
Smart Flour Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1458
Revolution Gelato	Meat, Dairy and Cheese	Hall F	1461
Food for Life	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1470
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	1510

Tribal Influence	Category	Hall	Booth
Bob's Red Mill Natural Foods, Inc.	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	1540
House Foods America	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1549
Miyoko's Kitchen	Meat, Dairy and Cheese	Hall E	1813
nutpods	Beverages	Hall E	2010
Duogreen	Desserts, Confections and Snacks	Hall E	2015
Justine's Limited	Desserts, Confections and Snacks	Hall E	2018
Daiya Foods, Inc.	Meat, Dairy and Cheese	Hall E	2125
Juniper Ridge	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Hall D	2409
UGLY by nature	Oral Care	Hall B	2941
Pure Essence Labs	Specialty Supplements	Hall B	3035
SUNWARRIOR	Beverages	Hall B	3039
BN Labs	Sport Nutrition & Weight Management	Hall B	3056
North American Herb & Spice	Herbs & Botanicals	Hall C	3207
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Epigenetic Labs	Sport Nutrition & Weight Management	Hall B	3335
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Zint Nutrition	Specialty Supplements	Hall A	3835
Ancient Nutrition	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3845

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Tribal Influence	Category	Hall	Booth
Berri Pro	Beverages	Ballrooms 307-310	4409
Base Culture	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Ballrooms 307-310	4611
Creation Nation	Desserts, Confections and Snacks	Ballrooms 307-310	4705
The Real Coconut Products Co., LLC	Desserts, Confections and Snacks	Ballrooms 307-310	4711
Fortifeye Vitamins	Desserts, Confections and Snacks; Sport Nutrition & Weight Management	Ballrooms 307-310	4813
geefree	Frig or Frzn: Meals, Soups, Apps and Sides	Ballrooms 314-317	5000
Eat Nice Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Ballrooms 314-317	5001
Jilz Snackerz	Desserts, Confections and Snacks	Ballrooms 314-317	5004
OHi Food Co.	Desserts, Confections and Snacks	Ballrooms 314-317	5005
Cheesewich Factory	Frig or Frzn: Meals, Soups, Apps and Sides	Ballrooms 314-317	5110
Cleveland Kraut	Condiments, Sauces, Spices	Ballrooms 314-317	5202
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
Suzie's Good Fats	Desserts, Confections and Snacks	Camden Lobby	6516
Pure Indian Foods	Condiments, Sauces and Spices; Meat, Dairy and Cheese	Camden Lobby	6529
Paleo Powder Seasoning LLC	Condiments, Sauces, Spices	Camden Lobby	6552
Rebel Creamery	Desserts, Confections and Snacks	Camden Lobby	6561
Gluten Free Bar	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Level 400 Ballroom	8044
Otto's Naturals	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8045

Tribal Influence	Category	Hall	Booth
Cecea's Veggie Noodle Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8110
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
Cappello's	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8131
Primal Kitchen	Condiments, Sauces, Spices	Level 400 Ballroom	8135
Brew Dr. Kombucha	Beverages	Level 400 Ballroom	8150
Four Sigmatic	Beverages; Herbs & Botanicals	Level 400 Ballroom	8152
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Swapples	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8175
Snow Monkey Superfood Ice Treat	Meat, Dairy and Cheese	Level 400 Ballroom	8178
EggLife, LLC	Frig or Frzn: Meals, Soups, Apps & Sides	Level 400 Ballroom	8179
Steve's PaleoGoods	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8183
Julie's Real Foods	Condiments, Sauces and Spices	Level 400 Ballroom	8187
Go Veggie	Meat, Dairy and Cheese	Level 400 Ballroom	8188
Hu Kitchen	Desserts, Confections and Snacks	Level 400 Ballroom	8201
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308
Jones Dairy Farm	Meat, Dairy and Cheese	Level 400 Ballroom	8320
Emmy's Organics, inc	Desserts, Confections and Snacks	Level 400 Ballroom	8400
NoBull Burger	Meat, Dairy and Cheese	Level 400 Ballroom	8404
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413

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Tribal Influence	Category	Hall	Booth
Remedy Organics	Beverages	Level 400 Ballroom	8429
Yai's Thai	Condiments, Sauces, Spices	Level 400 Ballroom	8503
Smashmallow	Desserts, Confections and Snacks	Level 400 Ballroom	8506
Sustainable Indulgence, LLC	Desserts, Confections and Snacks	Level 400 Ballroom	8528
Brazi Bites	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8603
The Dirt	Oral Care	Level 400 Ballroom	8625
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
Vegetarian Traveler	Desserts, Confections and Snacks	Level 400 Ballroom	8627
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809
Awesome Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8812
SHANTI BAR	Desserts, Confections and Snacks	Level 400 Ballroom	8821
Siete Family Foods	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8901
Kitchun Grainfree Food Co.	Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Level 400 Ballroom	8907
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
No Cow	Desserts, Confections and Snacks	Level 400 Ballroom	8915
Cave Shake	Beverages	Level 400 Ballroom	8916
Artisan Tropic	Desserts, Confections and Snacks	Level 400 Ballroom	8918
Snacklins	Desserts, Confections & Snacks	Level 400 Ballroom	8924

Tribal Influence	Category	Hall	Booth
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011
Food as Medicine	Category	Hall	Booth
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Organic Gemini Tigernuts	Desserts, Confections and Snacks	Between Halls E and F	215
Goldthread LLC	Beverages	Hall F	224
Health Matters America	Herbs & Botanicals	Between Halls E and F	317
Farmhouse Culture	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall F	333
Kor Shots	Beverages	Hall G	545
Miracle Noodle	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	546
Zest Tea	Beverages	Hall G	559
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Urban Moonshine	Beverages	Between Halls E and F	708
TEAONIC	Beverages	Hall G	755
Bonafide Provisions Bone Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1046
Holista Foods	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	1056
Ito En	Beverages	Hall F	1141
Brodo Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1248
Om Organic Mushroom	Herbs & Botanicals; Condition Specific	Between Halls E and F	1309
Kombucha 221 B.C.	Beverages	Between Halls E and F	1310

Food as Medicine	Category	Hall	Booth
Flax4Life	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1373
Blueprint	Beverages	Hall F	1449
Chosen Foods, LLC	Condiments, Sauces, Spices	Hall F	1463
B-Tea Beverage, LLC	Beverages	Hall E	1919
Crio Bru	Beverages	Hall E	1925
Bee Keepers Naturals	Condiments, Sauces and Spices	Hall E	2006
Host Defense	Beverages	Hall C	3014
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
North American Herb & Spice	Herbs & Botanicals	Hall C	3207
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
NaturaNectar	Herbs & Botanicals	Hall B	3351
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Almased USA, Inc.	Sport Nutrition & Weight Management	Hall A	3543
Natural Factors	Sport Nutrition & Weight Management	Hall A	3547
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Solgar Vitamin and Herb	Herbs & Botanicals	Hall A	3747
youtheory	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3753
Flora Inc.	Specialty Supplements	Camden Lobby	6404
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Greens Plus	Desserts, Confections and Snacks	Camden Lobby	6445

Food as Medicine	Category	Hall	Booth
Pure Indian Foods	Condiments, Sauces and Spices; Meat, Dairy and Cheese	Camden Lobby	6529
Brain Juice	Beverages	Camden Lobby	6544
Elixinol	Pet Products	Camden Lobby	6569
Honeydrop Beverages	Beverages	Level 400 Ballroom	8048
Path of Life	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8108
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
Zukay Live Foods	Beverages	Level 400 Ballroom	8140
Mr. Mak's Ginbao	Beverages	Level 400 Ballroom	8155
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Julie's Real Foods	Condiments, Sauces and Spices	Level 400 Ballroom	8187
SoTru	Beverages	Level 400 Ballroom	8190
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
Jackson's Honest	Desserts, Confections and Snacks	Level 400 Ballroom	8406
Safie Specialty Foods Company Inc	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8411
Remedy Organics	Beverages	Level 400 Ballroom	8429
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Wildly Organic	Condiments, Sauces, Spices	Level 400 Ballroom	9011
Microbiome	Category	Hall	Booth
BAO Cultured	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	113
Ora Organic	Beverages	Hall F	223
GoodBelly by NextFoods	Beverages	Hall F	322

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Microbiome	Category	Hall	Booth
Farmhouse Culture	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall F	333
Forager Project	Beverages; Desserts, Confections and Snacks	Hall F	335
Uncle Matt's Organic, Inc.	Beverages	Between Halls E and F	516
Miracle Noodle	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	546
Wunder Creamery	Meat, Dairy and Cheese	Hall G	562
Lifeway Foods, Inc.	Meat, Dairy and Cheese	Hall F	722
Nancy's	Meat, Dairy and Cheese	Hall F	727
Purely Elizabeth	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	753
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	843
Little Duck Organics	Desserts, Confections and Snacks	Hall G	845
Redwood Hill Farm & Creamery	Meat, Dairy and Cheese	Hall F	931
Win Soon, Inc.	Meat, Dairy and Cheese	Hall G	958
Cultures for Health	Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Hall G	1045
IDO TEA	Beverages	Hall G	1160
Kombucha 221 B.C.	Beverages	Between Halls E and F	1310
Stonyfield Organic	Meat, Dairy and Cheese	Hall F	1335
Wholistic Pet Organics	Pet Products	Hall F	1361
Vegan Rob's	Desserts, Confections and Snacks	Hall F	1372
LIVE Soda	Beverages	Hall F	1457
Alive & Well Olives	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1462
B'More Organic	Meat, Dairy and Cheese	Hall E	1500

Microbiome	Category	Hall	Booth
Nutraceutical Corporation	Skin Care	Hall E	1527
Clover Sonoma	Meat, Dairy and Cheese	Hall F	1548
WildBrine	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1551
Morinaga Nutritional Foods, Inc.	Meat, Dairy and Cheese	Hall E	1721
B-Tea Beverage, LLC	Beverages	Hall E	1919
NuGo Nutrition	Desserts, Confections and Snacks	Hall E	1934
Duogreen	Desserts, Confections and Snacks	Hall E	2015
Aura Cacia	Aromatherapy/Essential Oils/ Fragrances	Hall D	2219A
Honestly pHresh	Hygiene	Hall D	2727
Aunt Fannie's	Cleaning Products	Hall C	2907
Lifelab	Skin Care; Hair Care	Hall C	2923
SUNWARRIOR	Beverages	Hall B	3039
Restore	Specialty Supplements	Hall B	3048
Plenish	Beverages	Hall B	3054
Probulin	Specialty Supplements	Hall C	3106
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
ReNew Life	Vitamins & Minerals	Hall B	3155
Lacto-Freedom Probiotic	Specialty Supplements	Hall B	3162
Master Supplements	Vitamins & Minerals	Hall C	3202
Himalaya	Specialty Supplements; Herbs & Botanicals	Hall C	3211
Jarrow Formulas	Specialty Supplements	Hall C	3217
Natren	Specialty Supplements	Hall C	3230

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Microbiome	Category	Hall	Booth
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Organic By Nature	Beverages	Hall A	3735
Essential Formulas	Specialty Supplements	Hall A	3849
Dr. Mercola Premium Products	Pet Products	Hall A	3941
Bio-K+ USA Inc.	Specialty Supplements	Ballrooms 307-310	4314
Gryph & IvyRose	Skin Care; Specialty Supplements; Herbs & Botanicals	Ballrooms 314-317	5201
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Truth Bar	Desserts, Confections and Snacks	Camden Lobby	6426
Vive Organic	Beverages	Level 400 Ballroom	8106
Pervida Inc	Beverages	Level 400 Ballroom	8122
Zukay Live Foods	Beverages	Level 400 Ballroom	8140
Brew Dr. Kombucha	Beverages	Level 400 Ballroom	8150
Remedy Organics	Beverages	Level 400 Ballroom	8429
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Healthy Chocolate Florida	Desserts, Confections and Snacks	Level 400 Ballroom	8808
Lucky Foods, LLC	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8815
Pharmvista	Vitamins & Minerals; Specialty Supplements	Level 400 Ballroom	9026

Opportunity: Protein Redefined	Category	Hall	Booth
Zeroodle	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	100
Lekithos	Specialty Supplements	Between Halls E and F	111
Ora Organic	Beverages	Hall F	223
Kodiak Cakes	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	423
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
ALOHA	Beverages	Hall G	555
Explore Cuisine	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	606
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Castor & Pollux Pet Works	Pet Products	Hall F	630
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	843
FlapJacked	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	847
Orgain, Inc.	Sport Nutrition & Weight Management	Between Halls E and F	1013
Vital Proteins	Specialty Supplements; Sport Nutrition & Weight Management	Hall F	1031
Modern Table	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	1050
Sweet Earth Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1220
Amplify Snack Brands	Desserts, Confections and Snacks	Hall F	1341
Manitoba Harvest Hemp Foods	Specialty Supplements	Hall E	1805
Only What You Need	Sport Nutrition & Weight Management	Hall E	1812
Perfect Bar	Desserts, Confections and Snacks	Hall E	1827

Opportunity: Protein Redefined	Category	Hall	Booth
Body Nutrition	Sport Nutrition & Weight Management	Hall E	1914
Great Lakes Gelatin	Specialty Supplements; Sport Nutrition & Weight Management	Hall E	1926
SUNWARRIOR	Beverages	Hall B	3039
BN Labs	Sport Nutrition & Weight Management	Hall B	3056
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Epigenetic Labs	Sport Nutrition & Weight Management	Hall B	3335
Naturade	Sport Nutrition & Weight Management	Hall A	3439
Natural Factors	Sport Nutrition & Weight Management	Hall A	3547
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
Ancient Nutrition	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3845
Terra Origin	Sport Nutrition & Weight Management	Hall A	3857
Fortifeye Vitamins	Desserts, Confections and Snacks; Sport Nutrition & Weight Management	Ballrooms 307-310	4813
ALPHA FOODS	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6419
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Crunch-a-Mame	Desserts, Confections and Snacks	Camden Lobby	6503
Protein2o	Beverages	Camden Lobby	6526
Protes Protein Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8120

Opportunity: Protein Redefined	Category	Hall	Booth
Wild Friends Foods	Condiments, Sauces, Spices	Level 400 Ballroom	8137
The Jackfruit Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8153
Luckybar	Desserts, Confections and Snacks	Level 400 Ballroom	8321
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
GORP	Desserts, Confections and Snacks	Level 400 Ballroom	8420
Remedy Organics	Beverages	Level 400 Ballroom	8429
Health Warrior Inc	Desserts, Confections and Snacks	Level 400 Ballroom	8501
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Rule Breaker Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8526
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
BRAMI Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8604
Vegetarian Traveler	Desserts, Confections and Snacks	Level 400 Ballroom	8627
Don't Go Nuts	Condiments, Sauces and Spices	Level 400 Ballroom	8702
SHANTI BAR	Desserts, Confections and Snacks	Level 400 Ballroom	8821

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
The Lancaster Food Co.	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	85
4Pure, Inc.	Beverages	Between Halls E and F	99
Blue Marble Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	119
Kicking Horse Coffee	Beverages	Between Halls E and F	207
Goldthread LLC	Beverages	Hall F	224
Singing Dog Vanilla	Condiments, Sauces and Spices	Hall F	323
Dave's Killer Bread	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	425
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Three Twins Ice Cream	Meat, Dairy and Cheese	Between Halls E and F	714
Lotus Foods	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	916
Wild Planet Foods	Meat, Dairy and Cheese	Hall F	1034
Simply 7 Snacks	Desserts, Confections and Snacks	Hall F	1132
Popcorners	Desserts, Confections and Snacks	Hall F	1133
Sweet Earth Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1220
Natierra	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall F	1231
Pedon S.P.A.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1358
Kiwa	Desserts, Confections and Snacks	Hall F	1363
Late July Snacks	Desserts, Confections and Snacks	Hall E	1524
Bee Harmony Honey	Condiments, Sauces, Spices	Hall E	1809
Red Thread Good	Beverages	Hall E	1909

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The Purposeful Brand	Category	Hall	Booth
Lotus Trolley Bags	Kitchen/Housewares/ Equipment	Hall E	1927
Innocent Chocolate	Desserts, Confections and Snacks	Hall E	1940
Shea Terra Organics	Skin Care	Hall D	2200
Alaffia Sustainable Skin Care	Skin Care; Hair Care	Hall D	2401
Indigo Wild	Skin Care; Cleaning Products	Hall D	2415
Hydro Flask	Active Lifestyle	Hall D	2606
Schmidt's Naturals	Skin Care; Oral Care	Hall D	2712
JadeYoga	Active Lifestyle	Hall B	2838
Earth Divas	Textiles/Clothing	Hall B	2863
ECOMASS Co., Ltd.	Kitchen/Housewares/ Equipment	Hall B	2963
Probulin	Specialty Supplements	Hall C	3106
MegaFood	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals	Hall C	3107
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Neocell Corp.	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3653
Rainbow Light	Vitamins & Minerals	Hall A	3653
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734

The Purposeful Brand	Category	Hall	Booth
youthery	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3753
Zint Nutrition	Specialty Supplements	Hall A	3835
Vitamin Angels	Vitamins & Minerals	Hall A	3951
The Honey Pot Company	Hygiene	Ballrooms 307-310	4300
Coexist Coffee	Beverages	Ballrooms 307-310	4509
Matr Boomie	Textiles/Clothing	Ballrooms 307-310	4605
The Real Coconut Products Co., LLC	Desserts, Confections and Snacks	Ballrooms 307-310	4711
Intimina	Hygiene	Ballrooms 314-317	5002
Peloton	Beverages	Ballrooms 314-317	5210
Cure	Desserts, Confections and Snacks	Camden Lobby	6409
This Bar Saves Lives	Desserts, Confections and Snacks	Camden Lobby	6512
Sashapure	Hair Care	Camden Lobby	6515
Your Superfoods	Specialty Supplements; Sport Nutrition & Weight Management	Camden Lobby	6532
Bhakti Chai	Beverages	Level 400 Ballroom	8023
Honeydrop Beverages	Beverages	Level 400 Ballroom	8048
Sunshine Nut Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8123
24 Mantra	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	8125
DRINKmaple	Beverages	Level 400 Ballroom	8129
Tio Gazpacho	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8145
The Jackfruit Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8153

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The Purposeful Brand	Category	Hall	Booth
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Kalpana Craft	Textiles/Clothing	Level 400 Ballroom	8170
Steve's PaleoGoods	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8183
Tony's Chocolonely	Desserts, Confections and Snacks	Level 400 Ballroom	8211
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308
Soulfull Project, The	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8309
Live Love Pop	Desserts, Confections and Snacks	Level 400 Ballroom	8322
Makomas	Beverages	Level 400 Ballroom	8328
Jackson's Honest	Desserts, Confections and Snacks	Level 400 Ballroom	8406
Cafe Kreyol, LLC	Beverages	Level 400 Ballroom	8426
Nature Nate's Honey Co.	Condiments, Sauces and Spices	Level 400 Ballroom	8514
Atacora	Shelf Stable: Meals, Soups, Apps and Sides; Skin Care; Herbs & Botanicals	Level 400 Ballroom	8612
Bitsy's Brainfood	Desserts, Confections and Snacks	Level 400 Ballroom	8700
Fresh Bellies	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8726
Square Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8801
Traditional Medicinals	Beverages	Level 400 Ballroom	8817
REBBL	Beverages	Level 400 Ballroom	8910
Environmental Expectations	Category	Hall	Booth
Bee Seasonal	Condiments, Sauces and Spices	Between Halls E and F	91

Environmental Expectations	Category	Hall	Booth
Buddha Teas	Beverages	Hall F	120
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Sambazon	Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	211
GrandyOats	Desserts, Confections and Snacks	Between Halls E and F	315
SunRidge Farms	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	433
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	535
Follow Your Heart	Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices; Meat, Dairy and Cheese	Hall F	537
H-Factor	Beverages	Hall G	756
Lotus Foods	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	916
ORGANIC INDIA USA	Beverages	Hall F	1023
Wild Planet Foods	Meat, Dairy and Cheese	Hall F	1034
Wedderspoon Organic USA	Desserts, Confections and Snacks	Hall F	1037
Himalasalt	Condiments, Sauces, Spices	Hall G	1043
Pure Brazilian LLC	Beverages	Hall G	1048
Popcorners	Desserts, Confections and Snacks	Hall F	1133
Sweet Earth Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1220
Global Organics, Ltd.	Desserts, Confections and Snacks	Between Halls E and F	1317
Lundberg Family Farms	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	1321

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Environmental Expectations	Category	Hall	Booth
Boulder Clean	Cleaning Products	Hall F	1467
Kelapo Coconut	Condiments, Sauces, Spices	Hall E	1601
Trickling Springs Creamery	Meat, Dairy and Cheese	Hall E	1839
Metropolitan Tea Company	Beverages	Hall E	1900
Vital Farms	Meat, Dairy and Cheese	Hall E	1920
Rebel Green	Cleaning Products	Hall D	2413
Dr. Bronner's	Hygiene	Hall D	2419
ECOS	Pet Products; Cleaning Products	Hall D	2519
Bee's Wrap, LLC	Kitchen/Housewares/ Equipment	Hall D	2709
WooBamboo	Oral Care	Hall D	2734
Moon Valley Organics	Skin Care; Oral Care	Hall C	2822
BioBag	Cleaning Products	Hall C	2825
Biokleen	Cleaning Products	Hall B	2835
JadeYoga	Active Lifestyle	Hall B	2838
Charlie's Soap	Cleaning Products	Hall B	2848
Balanced Guru	Skin Care	Hall B	2851
Nature Clean	Cleaning Products	Hall C	2917
Naturepedic	Textiles/Clothing	Hall C	2918
Repurpose Inc.	Kitchen/Housewares/ Equipment	Hall B	2946
ChicoBag	Textiles/Clothing	Hall B	2952
ECOMASS Co., Ltd.	Kitchen/Housewares/ Equipment	Hall B	2963
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144

Environmental Expectations	Category	Hall	Booth
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
Twinlab Consolidation Corporation	Specialty Supplements	Hall B	3353
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
NÜD	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall A	3564
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Advanced Orthomolecular Research	Vitamins & Minerals; Specialty Supplements	Hall A	3937
Organic Initiative	Hygiene	Ballrooms 307-310	4812
Peloton	Beverages	Ballrooms 314-317	5210
Earth Mama Angel Baby	Herbs & Botanicals	Camden Lobby	6509
Bee Bella's	Skin Care	Camden Lobby	6527
Loving Earth	Desserts, Confections and Snacks	Level 400 Ballroom	8021
Cece's Veggie Noodle Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8110
Boxed Water Is Better LLC	Beverages	Level 400 Ballroom	8112
Patience Fruit & Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8142
New Zealand Manuka Group	Desserts, Confections and Snacks; Specialty Supplements	Level 400 Ballroom	8160
Steve's PaleoGoods	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8183
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308

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Natural Products Expo East 2018

Environmental Expectations	Category	Hall	Booth
Tender and True Pet Nutrition	Pet Products	Level 400 Ballroom	8414
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
LemonKind	Beverages	Level 400 Ballroom	8721
No Evil Foods	Meat, Dairy and Cheese	Level 400 Ballroom	8810
Traditional Medicinals	Beverages	Level 400 Ballroom	8817
REBBL	Beverages	Level 400 Ballroom	8910
Flow	Beverages	Level 400 Ballroom	8923
The B Corp Revolution	Category	Hall	Booth
Peeled Snacks	Desserts, Confections and Snacks	Between Halls E and F	306
Beanfields Snacks	Desserts, Confections and Snacks	Hall F	328
Navitas Organics	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	706
Purely Elizabeth	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	753
Tofurky	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	833
Mamma Chia	Beverages; Desserts, Confections and Snacks	Between Halls E and F	912
ORGANIC INDIA USA	Beverages	Hall F	1023
Pukka Herbs	Beverages	Between Halls E and F	1328
Stonyfield Organic	Meat, Dairy and Cheese	Hall F	1335
Alter Eco	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Between Halls E and F	1414
Boulder Clean	Cleaning Products	Hall F	1467
B'More Organic	Meat, Dairy and Cheese	Hall E	1500
Clover Sonoma	Meat, Dairy and Cheese	Hall F	1548

The B Corp Revolution	Category	Hall	Booth
Manitoba Harvest Hemp Foods	Specialty Supplements	Hall E	1805
Vital Farms	Meat, Dairy and Cheese	Hall E	1920
Babo Botanicals	Skin Care; Hair Care; Hygiene	Hall D	2326
EO Products	Skin Care; Hair Care; Aromatherapy/Essential Oils/ Fragrances	Hall D	2512
Badger	Skin Care	Hall D	2617
Made Of	Skin Care; Hygiene; Cleaning Products	Hall B	2843
ChicoBag	Textiles/Clothing	Hall B	2952
Herbalist & Alchemist	Herbs & Botanicals	Hall C	3327
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Dress It Up	Condiments, Sauces and Spices	Camden Lobby	6547
Satya Kama	Skin Care	Camden Lobby	6566
NOOMA	Beverages	Level 400 Ballroom	8002
Bhakti Chai	Beverages	Level 400 Ballroom	8023
Gluten Free Bar	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Level 400 Ballroom	8044
Emmy's Organics, inc	Desserts, Confections and Snacks	Level 400 Ballroom	8400
Crazy Richard's	Condiments, Sauces and Spices	Level 400 Ballroom	8402
Murphy's Naturals	Garden/Outdoor	Level 400 Ballroom	8421
Seal the Seasons	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8422
DeeBee's Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8424
NuttZo	Condiments, Sauces and Spices	Level 400 Ballroom	8502
Traditional Medicinals	Beverages	Level 400 Ballroom	8817

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The B Corp Revolution	Category	Hall	Booth
Flow	Beverages	Level 400 Ballroom	8923
Once Upon a Farm	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	9000
Victory Hemp Foods	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	9001
GloryBee	Condiments, Sauces, Spices	Level 400 Ballroom	9012
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 F	1023
General Mills	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall F	1025
Lundberg Family Farms	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	1321
Teton Waters Ranch	Meat, Dairy and Cheese	Hall F	1555
Dr. Bronner's	Hygiene	Hall D	2419
JadeYoga	Active Lifestyle	Hall B	2838
ChicoBag	Textiles/Clothing	Hall B	2952
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
BrainJuice	Beverages	Camden Lobby	6544
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308
Old World Provisions	Meat, Dairy and Cheese	Level 400 Ballroom	8610
Central Grazing Co.	Meat, Dairy and Cheese	Level 400 Ballroom	8623

Opportunity: Regeneration	Category	Hall	Booth
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
Opportunity: Waste Not, Want Not	Category	Hall	Booth
RIND Snacks	Desserts, Confections and Snacks	Hall G	262
Forager Project	Beverages; Desserts, Confections and Snacks	Hall F	335
Once Again Nut Butter	Condiments, Sauces, Spices	Between Halls E and F	1217
Pedon S.P.A.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1358
Bee's Wrap, LLC	Kitchen/Housewares/ Equipment	Hall D	2709
ECOMASS Co., Ltd.	Kitchen/Housewares/ Equipment	Hall B	2963
Intimina	Hygiene	Ballrooms 314-317	5002
Peloton	Beverages	Ballrooms 314-317	5210
Caskai	Beverages	Camden Lobby	6443
Bedrock Tree Farm Fir Needle Products	Kitchen/Housewares/ Equipment	Camden Lobby	6564
Veggie-Go's	Desserts, Confections and Snacks	Level 400 Ballroom	8049
Glean	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8162
Natalie's Orchid Island Juice Co.	Beverages	Level 400 Ballroom	8316
Poof	Hygiene	Level 400 Ballroom	8725

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
Squbes Healthy Snacks	Desserts, Confections and Snacks	Hall G	159
Crunchy Rollers	Desserts, Confections and Snacks	Between Halls E and F	200
Veggie Fries	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	347
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
RXBAR	Desserts, Confections and Snacks	Hall F	638
graze	Desserts, Confections and Snacks	Hall G	646
I Love Snacking	Desserts, Confections and Snacks	Hall G	754
Little Duck Organics	Desserts, Confections and Snacks	Hall G	845
Element Snacks	Desserts, Confections and Snacks	Hall G	852
Popcorners	Desserts, Confections and Snacks	Hall F	1133
New Barn	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1139
Ruby's Naturals	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hall G	1145
Smashmallow	Desserts, Confections and Snacks	Hall F	1234
LesserEvil, LLC	Desserts, Confections and Snacks	Hall F	1239
Vegan Rob's	Desserts, Confections and Snacks	Hall F	1372
The Better Chip	Desserts, Confections and Snacks	Hall F	1561
WORLD FINER FOODS, INC.	Desserts, Confections and Snacks	Hall E	1735
Duogreen	Desserts, Confections and Snacks	Hall E	2015

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Snackification	Category	Hall	Booth
Justine's Limited	Desserts, Confections and Snacks	Hall E	2018
Cheesewich Factory	Frig or Frzn: Meals, Soups, Apps and Sides	Ballrooms 314-317	5110
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
Food First LLC	Desserts, Confections and Snacks	Camden Lobby	6422
Whirlybird Granola	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Camden Lobby	6510
Bounce	Desserts, Confections and Snacks	Level 400 Ballroom	8000
Soozy's	Desserts, Confections and Snacks	Level 400 Ballroom	8127
Rhythm Superfoods	Desserts, Confections and Snacks	Level 400 Ballroom	8141
Biena Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8148
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
Paleo Ranch	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Level 400 Ballroom	8308
Nourish Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8324
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
Modern Pod Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8425
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Rule Breaker Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8526
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
BRAMI Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8604

Snackification	Category	Hall	Booth
Truitt Family Foods	Condiments, Sauces and Spices	Level 400 Ballroom	8614
Bitsy's Brainfood	Desserts, Confections and Snacks	Level 400 Ballroom	8700
Slingshot Foods	Beverages	Level 400 Ballroom	8723
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724
Square Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8801
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809
Tru Fru	Desserts, Confections and Snacks	Level 400 Ballroom	8912
Snacklins	Desserts, Confections & Snacks	Level 400 Ballroom	8924
Aketta	Desserts, Confections and Snacks	Level 400 Ballroom	8926
Smoothie Love	Category	Hall	Booth
Health Matters America	Specialty Supplements;	Between Halls E and F	317
Forager Project	Beverages; Desserts, Confections and Snacks	Hall F	335
Nature's Earthly Choice	Beverages	Hall E	1841
Smartfruit	Beverages	Hall D	2226
Ancient Nutrition	Sport Nutrition & Weight Management	Hall A	3845
Tio Gazpacho	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8145
SoTru	Specialty Supplements;	Level 400 Ballroom	8190
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
Bright Greens	Beverages	Level 400 Ballroom	8310
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
Remedy Organics	Beverages	Level 400 Ballroom	8429

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Smoothie Love	Category	Hall	Booth
Yuve	Beverages	Level 400 Ballroom	8730
Frozen Garden	Beverages	Level 400 Ballroom	8928
Speed Scratch	Category	Hall	Booth
Cafe Spice	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	349
Pereg Gourmet	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1240
Brodo Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1248
Pedon S.P.A.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1358
Paul's Quinoa	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	1418
Tasty Bite	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	1745
Jarrow Formulas	Specialty Supplements	Hall C	3217
Creation Nation	Desserts, Confections and Snacks	Ballrooms 307-310	4705
Whirlybird Granola	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Camden Lobby	6510
Monsoon Kitchens	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6549
BeanSmash!	Condiments, Sauces and Spices	Camden Lobby	6550
Aroma One	Condiments, Sauces and Spices	Level 400 Ballroom	8007
Kidfresh	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8013
Vana Life Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8121
24 Mantra	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	8125
Swapples	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8175

Speed Scratch	Category	Hall	Booth
Ready Pac Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8410
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
Kitchfix	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8803
Iya Foods	Condiments, Sauces and Spices	Level 400 Ballroom	9021

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 and Sleep Solutions	Category	Hall	Booth
Pili Pushers	Desserts, Confections and Snacks	Hall F	234
Zest Tea	Beverages	Hall G	559
ME Superfood for Life	Beverages	Between Halls E and F	612
Urban Moonshine	Beverages	Between Halls E and F	708
U-Dream	Specialty Supplements	Hall G	1054
IDO TEA	Beverages	Hall G	1160
Kombucha 221 B.C.	Beverages	Between Halls E and F	1310
B-Tea Beverage, LLC	Beverages	Hall E	1919
Bee Keepers Naturals	Condiments, Sauces and Spices	Hall E	2006
Aura Cacia	Aromatherapy/Essential Oils/ Fragrances	Hall D	2219A
artnaturals	Aromatherapy/Essential Oils/ Fragrances	Hall C	2816
Healing Solutions, 100% Pure Essential Oils	Aromatherapy/Essential Oils/ Fragrances	Hall C	2900
AromaStick	Aromatherapy/Essential Oils/ Fragrances	Hall B	3062
Nature's Plus	Herbs & Botanicals	Hall C	3114
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
Emerald Health Bioceticals	Condition Specific	Hall B	3263
Natural Vitality	Specialty Supplements; Condition Specific	Hall A	3653
Boiron	Specialty Supplements; Herbs & Botanicals	Hall A	3734
Reliqua	Desserts, Confections and Snacks	Hall A	3932
Snooze	Beverages; Specialty Supplements	Ballrooms 307-310	4609

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Stress and Sleep Solutions	Category	Hall	Booth
Natural Tea	Beverages	Ballrooms 307-310	4800
Origin Almond	Beverages	Ballrooms 314-317	5009
SOM	Beverages; Specialty Supplements	Ballrooms 314-317	5203
Performance Tea	Specialty Supplements; Sport Nutrition & Weight Management	Camden Lobby	6437
Brain Juice	Beverages	Camden Lobby	6544
Stay Cool	Specialty Supplements	Camden Lobby	6551
Cham Cold Brew Teas	Beverages	Level 400 Ballroom	8022
Quelling Inflammation	Category	Hall	Booth
Ark Naturals	Pet Products	Hall F	139
Doc's Tea	Beverages	Between Halls E and F	212
Pili Pushers	Desserts, Confections and Snacks	Hall F	234
Kor Shots	Beverages	Hall G	545
Urban Moonshine	Beverages	Between Halls E and F	708
Steaz	Beverages	Between Halls E and F	711
H-Factor	Beverages	Hall G	756
Kombucha 221 B.C.	Beverages	Between Halls E and F	1310
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714
Pop and Bottle	Beverages	Hall E	2017
Incrediwear	Active Lifestyle	Hall C	2927
Restore	Specialty Supplements	Hall B	3048
Nordic Naturals	Vitamins & Minerals; Specialty Supplements	Hall B	3144

Quelling Inflammation	Category	Hall	Booth
North American Herb & Spice	Herbs & Botanicals	Hall C	3207
Mt. Angel Vitamins	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management	Hall C	3228
Emerald Health Bioceticals	Condition Specific	Hall B	3263
New Chapter Inc.	Herbs & Botanicals	Hall A	3445
Natural Vitality	Specialty Supplements; Condition Specific	Hall A	3653
Solgar Vitamin and Herb	Herbs & Botanicals	Hall A	3747
The Honey Pot Company	Hygiene	Ballrooms 307-310	4300
BeTru Wellness	Skin Care; Specialty Supplements	Hall F	4700
Origin Almond	Beverages	Ballrooms 314-317	5009
Flora Inc.	Specialty Supplements	Camden Lobby	6404
CAULIPOWER	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6435
Whole e Nature	Beverages	Camden Lobby	6449
Muscle MX	Skin Care	Camden Lobby	6524
Elixinol	Pet Products	Camden Lobby	6569
ASI Yaupon Tea	Beverages	Level 400 Ballroom	8033
Vive Organic	Beverages	Level 400 Ballroom	8106
Kabaki	Beverages	Level 400 Ballroom	8213
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
Remedy Organics	Beverages	Level 400 Ballroom	8429
Siete Family Foods	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8901
Mansi	Beverages	Level 400 Ballroom	8904
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003

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Quelling Inflammation	Category	Hall	Booth
Pharmvista	Vitamins & Minerals; Specialty Supplements	Level 400 Ballroom	9026
Food Allergies	Category	Hall	Booth
O'My Dairy Free Gelato	Desserts, Confections and Snacks	Hall G	158
Crunchy Rollers	Desserts, Confections and Snacks	Between Halls E and F	200
Grunch Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	231
Luke's Organic	Desserts, Confections and Snacks	Between Halls E and F	312
Veggie Fries	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	347
Van's International Foods	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall G	462
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Veggemio	Beverages	Hall G	757
Orgain, Inc.	Sport Nutrition & Weight Management	Between Halls E and F	1013
Enjoy Life Foods	Desserts, Confections and Snacks	Hall F	1039
Amplify Snack Brands	Desserts, Confections and Snacks	Hall F	1341
MadeGood Foods	Desserts, Confections and Snacks	Hall E	1607
Only What You Need	Sport Nutrition & Weight Management	Hall E	1812
SunButter	Condiments, Sauces and Spices	Hall E	2021
Daiya Foods, Inc.	Meat, Dairy and Cheese	Hall E	2125
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Jarrow Formulas	Specialty Supplements	Hall C	3217

Food Allergies	Category	Hall	Booth
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Just Thrive Probiotic	Vitamins & Minerals; Specialty Supplements	Hall C	3325
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Solgar Vitamin and Herb	Herbs & Botanicals	Hall A	3747
Essential Formulas	Specialty Supplements	Hall A	3849
Ener-G Foods Inc.	Shelf Stable: Meals, Soups, Apps and Sides	Camden Lobby	6406
Better Bites Bakery	Desserts, Confections and Snacks	Camden Lobby	6568
The Good Crisp Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8016
YummyEarth	Desserts, Confections and Snacks	Level 400 Ballroom	8024
DRINKmaple	Beverages	Level 400 Ballroom	8129
Brew Dr. Kombucha	Beverages	Level 400 Ballroom	8150
Snow Monkey Superfood Ice Treat	Meat, Dairy and Cheese	Level 400 Ballroom	8178
88 Acres	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Level 400 Ballroom	8305
Verday Chlorophyll Water	Beverages	Level 400 Ballroom	8405
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
Mom's Munchies	Desserts, Confections and Snacks	Level 400 Ballroom	8522
Rule Breaker Snacks	Desserts, Confections and Snacks	Level 400 Ballroom	8526
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
MySuperFoods	Desserts, Confections and Snacks	Level 400 Ballroom	8701
Tin Star Foods	Condiments, Sauces, Spices	Level 400 Ballroom	8717

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Food Allergies	Category	Hall	Booth
Square Organics	Desserts, Confections and Snacks	Level 400 Ballroom	8801
Pharmvista	Vitamins & Minerals; Specialty Supplements	Level 400 Ballroom	9026
Sugar Vilified	Category	Hall	Booth
Hail Merry	Desserts, Confections and Snacks	Hall G	258
Fat Snax	Beverages; Desserts, Confections and Snacks	Hall G	362
Swerve Sweetener	Condiments, Sauces, Spices	Hall G	454
SUNNIVA Super Coffee	Beverages	Hall G	461
RXBAR	Desserts, Confections and Snacks	Hall F	638
Steaz	Beverages	Between Halls E and F	711
Matt's Cookie Company	Desserts, Confections and Snacks	Hall G	760
Suzanne's Specialties, Inc.	Condiments, Sauces, Spices	Hall F	1028
In The Raw	Desserts, Confections and Snacks	Hall F	1130
LIVE Soda	Beverages	Hall F	1457
Luna & Larry's Coconut Bliss	Meat, Dairy and Cheese	Hall E	1506
Zevia Zero Calorie Soda	Beverages	Hall E	1651
Spindrift Beverage Co.	Beverages	Hall E	1702
Honest Tea	Beverages	Hall E	1704
WORLD FINER FOODS, INC.	Desserts, Confections and Snacks	Hall E	1735
Innocent Chocolate	Desserts, Confections and Snacks	Hall E	1940
Justine's Limited	Desserts, Confections and Snacks	Hall E	2018
Herbion Naturals	Herbs & Botanicals	Hall C	3100
Kudos	Condition Specific	Ballrooms 307-310	4302

Sugar Vilified	Category	Hall	Booth
SweetLeaf Stevia	Condiments, Sauces and Spices	Ballrooms 307-310	4408
Berri Pro	Beverages	Ballrooms 307-310	4409
Origin Almond	Beverages	Ballrooms 314-317	5009
Health Garden USA	Condiments, Sauces and Spices	Camden Lobby	6506
Whirlybird Granola	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Camden Lobby	6510
Suzie's Good Fats	Desserts, Confections and Snacks	Camden Lobby	6516
Marquis Beverages	Beverages	Camden Lobby	6538
Treo Brands	Beverages	Level 400 Ballroom	8008
Tickle Water	Beverages	Level 400 Ballroom	8020
Bhakti Chai	Beverages	Level 400 Ballroom	8023
YummyEarth	Desserts, Confections and Snacks	Level 400 Ballroom	8024
ICONIC	Beverages	Level 400 Ballroom	8035
Parker's Real Maple	Condiments, Sauces and Spices	Level 400 Ballroom	8042
SOUND Sparkling Tea	Beverages	Level 400 Ballroom	8117
Rethink Brands	Beverages	Level 400 Ballroom	8118
Blume Honey Water LLC	Beverages	Level 400 Ballroom	8119
Lakanto	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	8138
Wildway	Desserts, Confections and Snacks	Level 400 Ballroom	8511
ProYo	Sport Nutrition & Weight Management	Level 400 Ballroom	8518
WONDER+WELL	Beverages	Level 400 Ballroom	8710
Nush Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8724

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Sugar Vilified	Category	Hall	Booth
Fresh Bellies	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8726
Serenity Kids Baby Food	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8911
Angelic Bakehouse	Desserts, Confections and Snacks	Level 400 Ballroom	8919
UCAN	Sport Nutrition & Weight Management	Level 400 Ballroom	8922

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
GrandyOats	Desserts, Confections and Snacks	Between Halls E and F	315
Maple Guild, The	Condiments, Sauces, Spices	Hall F	440
Missouri Pecan Growers	Desserts, Confections and Snacks	Between Halls E and F	609
Barney & Co. California	Desserts, Confections and Snacks	Hall F	625
Vermont Village	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1060
Swiss Villa	Meat, Dairy and Cheese	Hall G	1147
Bella Viva Orchards	Desserts, Confections and Snacks	Hall G	1158
Organic Valley	Meat, Dairy and Cheese	Between Halls E and F	1329
Coombs Family Farms	Condiments, Sauces, Spices	Hall E	1635
White Oak Farm and Table	Condiments, Sauces and Spices	Hall E	1700
NOW Foods	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals; Sport Nutrition & Weight Management; Condition Specific	Hall E	1835
Babo Botanicals	Skin Care; Hair Care; Hygiene	Hall D	2326
EO Products	Skin Care; Hair Care; Aromatherapy/Essential Oils/ Fragrances	Hall D	2512
ECOS	Pet Products; Cleaning Products	Hall D	2519
Bee's Wrap, LLC	Kitchen/Housewares/ Equipment	Hall D	2709
Biokleen	Cleaning Products	Hall B	2835
O Olive Oil	Condiments, Sauces, Spices	Ballrooms 307-310	4706
Sashapure	Hair Care	Camden Lobby	6515
Norm's Farms	Beverages	Level 400 Ballroom	8026

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Long Live the Little Guy	Category	Hall	Booth
ASI Yaupon Tea	Beverages	Level 400 Ballroom	8033
Jackson's Honest	Desserts, Confections and Snacks	Level 400 Ballroom	8406
Milkadamia	Beverages	Level 400 Ballroom	8607
Central Grazing Co.	Meat, Dairy and Cheese	Level 400 Ballroom	8623
Continued Rise of Local	Category	Hall	Booth
Hidden Springs Maple	Condiments, Sauces and Spices	Hall F	225
GrandyOats	Desserts, Confections and Snacks	Between Halls E and F	315
CHO America	Condiments, Sauces, Spices	Hall G	359
Maple Guild, The	Condiments, Sauces, Spices	Hall F	440
Wunder Creamery	Meat, Dairy and Cheese	Hall G	562
Missouri Pecan Growers	Desserts, Confections and Snacks	Between Halls E and F	609
Barney & Co. California	Desserts, Confections and Snacks	Hall F	625
Urban Moonshine	Beverages	Between Halls E and F	708
Vermont Village	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	1060
Swiss Villa	Meat, Dairy and Cheese	Hall G	1147
Lapierre Maple Farm Swanton Maple Farm	Condiments, Sauces and Spices	Hall E	1417
B'More Organic	Meat, Dairy and Cheese	Hall E	1500
Clover Sonoma	Meat, Dairy and Cheese	Hall F	1548
Bellucci	Condiments, Sauces, Spices	Hall F	1552
Laloo's Goat's Milk Ice Cream	Meat, Dairy and Cheese	Hall F	1554
Evolution Fresh	Beverages	Hall E	1619
Coombs Family Farms	Condiments, Sauces, Spices	Hall E	1635

Continued Rise of Local	Category	Hall	Booth
White Oak Farm and Table	Condiments, Sauces and Spices	Hall E	1700
Dreaming Cow	Meat, Dairy and Cheese	Hall E	1752
SunButter	Condiments, Sauces and Spices	Hall E	2021
Redmond	Condiments, Sauces, Spices	Hall D	2215
Juniper Ridge	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Hall D	2409
Four Elements Organic Herbals	Beverages	Hall D	2700
Bee's Wrap, LLC	Kitchen/Housewares/ Equipment	Hall D	2709
MegaFood	Vitamins & Minerals; Specialty Supplements; Herbs & Botanicals	Hall C	3107
Shaka Tea	Beverages	Ballrooms 307-310	4401
Rice's Honey	Condiments, Sauces and Spices	Ballrooms 307-310	4402
Vermont Tortilla Co.	Shelf Stable: Meals, Soups, Apps and Sides	Ballrooms 307-310	4504
Jacobsen	Condiments, Sauces and Spices	Ballrooms 307-310	4601
O Olive Oil	Condiments, Sauces, Spices	Ballrooms 307-310	4706
OHi Food Co.	Desserts, Confections and Snacks	Ballrooms 314-317	5005
CLeveland Kraut	Condiments, Sauces, Spices	Ballrooms 314-317	5202
Bee Bella's	Skin Care	Camden Lobby	6527
Bedrock Tree Farm Fir Needle Products	Kitchen/Housewares/ Equipment	Camden Lobby	6564
Green Mountain Creamery	Meat, Dairy and Cheese	Level 400 Ballroom	8017
Norm's Farms	Beverages	Level 400 Ballroom	8026
ASI Yaupon Tea	Beverages	Level 400 Ballroom	8033
Sunshine Nut Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8123

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Continued Rise of Local	Category	Hall	Booth
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Superior Farms	Meat, Dairy and Cheese	Level 400 Ballroom	8172
McKaskle Family Farm	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Level 400 Ballroom	8177
Natalie's Orchid Island Juice Co.	Beverages	Level 400 Ballroom	8316
Little Moon Essentials	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Level 400 Ballroom	8409
Seal the Seasons	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8422
Remedy Organics	Beverages	Level 400 Ballroom	8429
Milkadamia	Beverages	Level 400 Ballroom	8607
Waterloo Sparkling Water	Beverages	Level 400 Ballroom	8611
The Jersey Tomato Co.	Condiments, Sauces and Spices	Level 400 Ballroom	8825
Amazon Caribbean Guyana	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8826
Frozen Garden	Beverages	Level 400 Ballroom	8928
Victory Hemp Foods	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	9001
Getting Crafty	Category	Hall	Booth
Fire Cider	Beverages	Between Halls E and F	206
Doc's Tea	Beverages	Between Halls E and F	212
Michele's Granola	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	241
Al Dente Pasta Co	Shelf Stable: Meals, Soups, Apps and Sides	Hall G	348
Zest Tea	Beverages	Hall G	559
Chameleon Cold Brew	Beverages	Hall G	849
Kombucha 221 B.C.	Beverages	Between Halls E and F	1310

Getting Crafty	Category	Hall	Booth
LIVE Soda	Beverages	Hall F	1457
Juniper Ridge	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Hall D	2409
Bee's Wrap, LLC	Kitchen/Housewares/ Equipment	Hall D	2709
Schmidt's Naturals	Skin Care; Oral Care	Hall D	2712
Seedsheet	Garden/Outdoor	Ballrooms 307-310	4311
CLeveland Kraut	Condiments, Sauces, Spices	Ballrooms 314-317	5202
Prop & Peller Pretzels	Desserts, Confections and Snacks	Camden Lobby	6403
Mother Kombucha	Beverages	Camden Lobby	6413
Tucson Tamale Company	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8132
Brew Dr. Kombucha	Beverages	Level 400 Ballroom	8150
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Kohana Coffee	Beverages	Level 400 Ballroom	8301
Uncle Dougie's	Condiments, Sauces, Spices	Level 400 Ballroom	8314
Remedy Organics	Beverages	Level 400 Ballroom	8429
4th & Heart	Condiments, Sauces, Spices	Level 400 Ballroom	8505
Scratch & Grain Baking Company	Desserts, Confections and Snacks	Level 400 Ballroom	8513
Waterloo Sparkling Water	Beverages	Level 400 Ballroom	8611
Holy Kombucha, Inc	Beverages	Level 400 Ballroom	8624
Fuller Foods	Desserts, Confections and Snacks	Level 400 Ballroom	8709
Buchi Kombucha	Beverages	Level 400 Ballroom	8802
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003

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Opportunity: Shortening the Supply Chain	Category	Hall	Booth
CHO America	Condiments, Sauces, Spices	Hall G	359
Maple Guild, The	Condiments, Sauces, Spices	Hall F	440
Barney & Co. California	Desserts, Confections and Snacks	Hall F	625
Bella Viva Orchards	Desserts, Confections and Snacks	Hall G	1158
Pedon S.P.A.	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	1358
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
SunButter	Condiments, Sauces and Spices	Hall E	2021
Aaffia Sustainable Skin Care	Skin Care; Hair Care	Hall D	2401
Evolution Salt Co.	Condiments, Sauces, Spices	Hall D	2407
Juniper Ridge	Skin Care; Aromatherapy/ Essential Oils/Fragrances	Hall D	2409
Lily of the Desert	Specialty Supplements; Herbs & Botanicals	Hall B	3339
Matr Boomie	Textiles/Clothing	Ballrooms 307-310	4605
Norm's Farms	Beverages	Level 400 Ballroom	8026
Patience Fruit & Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8142
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Fusion Jerky	Meat, Dairy and Cheese	Level 400 Ballroom	8606
Amazon Caribbean Guyana	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8826
Girogio Foods	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	9022
Opportunity: Collaboration Economy	Category	Hall	Booth
Goldthread LLC	Beverages	Hall F	224

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
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Buddha Brands	Meat, Dairy and Cheese	Hall F	237
Plant Based Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	428
Sophie's Kitchen Vegan Seafood	Meat, Dairy and Cheese	Hall G	648
Lotus Foods	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	916
Sweet Earth Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1220
gimMe Organics	Desserts, Confections and Snacks	Hall F	1556
Eden Foods	Desserts, Confections and Snacks	Hall E	1627
Oatly	Meat, Dairy and Cheese	Hall E	1905
Seedsheet	Garden/Outdoor	Ballrooms 307-310	4311
Crunch-a-Mame	Desserts, Confections and Snacks	Camden Lobby	6503
Patience Fruit & Co.	Desserts, Confections and Snacks	Level 400 Ballroom	8142
SeaSnax	Desserts, Confections and Snacks	Level 400 Ballroom	8500
Ocean's Halo	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Level 400 Ballroom	8703
Aketta	Desserts, Confections and Snacks	Level 400 Ballroom	8926
The Plant Revolution	Category	Hall	Booth
Zeroodle	Shelf Stable: Meals, Soups, Apps and Sides	Between Halls E and F	100
Lekithos	Specialty Supplements	Between Halls E and F	111
Thrive Algae Oil	Condiments, Sauces, Spices	Hall F	130
Tofutown North America Inc.	Condiments, Sauces, Spices	Hall F	136

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The Plant Revolution	Category	Hall	Booth
Laava	Meat, Dairy and Cheese	Hall G	157
Grunch Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	231
Buddha Brands	Meat, Dairy and Cheese	Hall F	237
Quorn Foods Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	326
Upton's Naturals	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	332
Plant Based Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	428
Lenny & Larry's	Desserts, Confections and Snacks	Hall G	443
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	555
Amazing Grass	Herbs & Botanicals; Sport Nutrition & Weight Management	Hall F	621
Sophie's Kitchen Vegan Seafood	Meat, Dairy and Cheese	Hall G	648
Veggemio	Beverages	Hall G	757
Tofurky	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	833
Sweet Earth Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall F	1220
Om Organic Mushroom	Herbs & Botanicals; Condition Specific	Between Halls E and F	1309
Luna & Larry's Coconut Bliss	Meat, Dairy and Cheese	Hall E	1506
gimMe Organics	Desserts, Confections and Snacks	Hall F	1556
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714

The Plant Revolution	Category	Hall	Booth
Manitoba Harvest Hemp Foods	Specialty Supplements	Hall E	1805
Miyoko's Kitchen	Meat, Dairy and Cheese	Hall E	1813
Oatly	Meat, Dairy and Cheese	Hall E	1905
Treeline Treenut Cheese	Meat, Dairy and Cheese	Hall E	2019
Daiya Foods, Inc.	Meat, Dairy and Cheese	Hall E	2125
Andalou Naturals	Skin Care; Hair Care	Hall D	2329
BioBag	Cleaning Products	Hall C	2825
Lifelab	Skin Care; Hair Care	Hall C	2923
Repurpose Inc.	Kitchen/Housewares/ Equipment	Hall B	2946
Erbenobili	Specialty Supplements; Herbs & Botanicals	Hall B	3044
BN Labs	Sport Nutrition & Weight Management	Hall B	3056
Nature's Plus	Herbs & Botanicals	Hall C	3114
Plant Fusion	Sport Nutrition & Weight Management	Hall B	3139
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
North American Herb & Spice	Herbs & Botanicals	Hall C	3207
Garden of Life, LLC	Sport Nutrition & Weight Management	Hall B	3249
Paleoethics	Sport Nutrition & Weight Management	Hall A	3664
CV Sciences	Specialty Supplements; Herbs & Botanicals	Hall A	3739
Outstanding Foods	Desserts, Confections and Snacks	Ballrooms 307-310	4312
Berri Pro	Beverages	Ballrooms 307-310	4409
Supernatural Kitchen	Desserts, Confections and Snacks	Ballrooms 307-310	4500

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The Plant Revolution	Category	Hall	Booth
Eat Nice Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Ballrooms 314-317	5001
Taali	Desserts, Confections and Snacks	Ballrooms 314-317	5100
Flora Inc.	Specialty Supplements	Camden Lobby	6404
Pan's Mushroom Jerky	Desserts, Confections and Snacks	Camden Lobby	6421
CAULIPOWER	Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6435
Poppilu	Beverages	Camden Lobby	6521
BeanSmash!	Condiments, Sauces and Spices	Camden Lobby	6550
Four Sigmatic	Beverages; Herbs & Botanicals	Level 400 Ballroom	8152
The Jackfruit Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8153
Swapples	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8175
Go Veggie	Meat, Dairy and Cheese	Level 400 Ballroom	8188
Koia Plant Powered Nutrition	Beverages	Level 400 Ballroom	8207
NoBull Burger	Meat, Dairy and Cheese	Level 400 Ballroom	8404
Sprout Living	Sport Nutrition & Weight Management	Level 400 Ballroom	8413
Remedy Organics	Beverages	Level 400 Ballroom	8429
Foods Alive Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Level 400 Ballroom	8527
Atacora	Shelf Stable: Meals, Soups, Apps and Sides; Skin Care; Herbs & Botanicals	Level 400 Ballroom	8612
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8626
Don't Go Nuts	Condiments, Sauces and Spices	Level 400 Ballroom	8702
Fawen Ready-To-Drink Soup	Shelf Stable: Meals, Soups, Apps and Sides	Level 400 Ballroom	8809

The Plant Revolution	Category	Hall	Booth
No Evil Foods	Meat, Dairy and Cheese	Level 400 Ballroom	8810
Smiling Hara	Meat, Dairy and Cheese	Level 400 Ballroom	8830
Phyter	Desserts, Confections and Snacks	Level 400 Ballroom	8927
Victory Hemp Foods	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	9001
The Field Roast Grain Meat Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	9106

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
BNB Global	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Between Halls E and F	78
Squbes Healthy Snacks	Desserts, Confections and Snacks	Hall G	159
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Hall G	843
That's It	Desserts, Confections and Snacks	Hall G	1155
Lundberg Family Farms	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Between Halls E and F	1321
Vegan Rob's	Desserts, Confections and Snacks	Hall F	1372
PaPicante	Desserts, Confections and Snacks	Hall E	2013
Jarrow Formulas	Specialty Supplements	Hall C	3217
Ancient Nutrition	Specialty Supplements; Sport Nutrition & Weight Management	Hall A	3845
My/Mo Mochi Ice Cream	Desserts, Confections and Snacks	Ballrooms 307-310	4709
Taali	Desserts, Confections and Snacks	Ballrooms 314-317	5100
Corine's Creations	Condiments, Sauces and Spices	Camden Lobby	6438
Pure Indian Foods	Condiments, Sauces and Spices; Meat, Dairy and Cheese	Camden Lobby	6529
Monsoon Kitchens	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Camden Lobby	6549
Bounce	Desserts, Confections and Snacks	Level 400 Ballroom	8000
24 Mantra	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	8125
Tio Gazpacho	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8145

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Adventurous Palates	Category	Hall	Booth
Four Sigmatic	Beverages; Herbs & Botanicals	Level 400 Ballroom	8152
Goodio	Desserts, Confections and Snacks	Level 400 Ballroom	8156
Coolhaus Ice Cream	Desserts, Confections and Snacks	Level 400 Ballroom	8225
Uncle Dougie's	Condiments, Sauces, Spices	Level 400 Ballroom	8314
Makomas	Beverages	Level 400 Ballroom	8328
Yai's Thai	Condiments, Sauces, Spices	Level 400 Ballroom	8503
Yumami Food Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8616
Fresh Bellies	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8726
Hodo	Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Level 400 Ballroom	8814
Smiling Hara	Meat, Dairy and Cheese	Level 400 Ballroom	8830
Mike's Hot Honey	Condiments, Sauces, Spices	Level 400 Ballroom	8920
Aketta	Desserts, Confections and Snacks	Level 400 Ballroom	8926
Phyter	Desserts, Confections and Snacks	Level 400 Ballroom	8927
Apiterra	Desserts, Confections and Snacks	Level 400 Ballroom	9003
Iya Foods	Condiments, Sauces and Spices	Level 400 Ballroom	9021
Opportunity: Putting a Face on Our Farmers and Food System	Category	Hall	Booth
Maple Hill Creamery, LLC	Meat, Dairy and Cheese	Between Halls E and F	406
Mayorga Organics	Beverages	Between Halls E and F	408
Uncle Matt's Organic, Inc.	Beverages	Between Halls E and F	516
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	Hall F	535
Urban Moonshine	Beverages	Between Halls E and F	708

Opportunity: Putting a Face on Our Farmers and Food System	Category	Hall	Booth
Popcorners	Desserts, Confections and Snacks	Hall F	1133
Sauder Eggs	Meat, Dairy and Cheese	Hall G	1154
Organic Valley	Meat, Dairy and Cheese	Between Halls E and F	1329
Stonyfield Organic	Meat, Dairy and Cheese	Hall F	1335
Kiwa	Desserts, Confections and Snacks	Hall F	1363
Alter Eco	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Between Halls E and F	1414
Bellucci	Condiments, Sauces, Spices	Hall F	1552
Pete and Gerry's Organics	Meat, Dairy and Cheese	Hall E	1615
Little Northern Bakehouse	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	1710
One Degree Organic Foods	Desserts, Confections and Snacks	Hall E	1713
Silver Hills Bakery	Desserts, Confections and Snacks	Hall E	1714
Alaffia Sustainable Skin Care	Skin Care; Hair Care	Hall D	2401
Rebel Green	Cleaning Products	Hall D	2413
Gaia Herbs, Inc.	Herbs & Botanicals	Hall B	3163
Matr Boomie	Textiles/Clothing	Ballrooms 307-310	4605
Cafe Grumpy	Beverages	Level 400 Ballroom	8015
Loving Earth	Desserts, Confections and Snacks	Level 400 Ballroom	8021
Sunfed Ranch	Meat, Dairy and Cheese	Level 400 Ballroom	8102
Cece's Veggie Noodle Co.	Frig or Frzn: Meals, Soups, Apps and Sides	Level 400 Ballroom	8110
24 Mantra	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces and Spices	Level 400 Ballroom	8125

ESCA BONA™

Hint: it's latin for "good food"

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Want more data on trends affecting the natural food & beverage industry?

The distribution landscape of the food & beverage industry seems to change every week. Whether companies are selling at retail, online, their own site, or through a subscription, there's more ways than ever to get product to the consumer. Nutrition Business Journal's **2018 Sales Channel Report - Food & Beverage** offers unparalleled insight into that changing distribution landscape, with a focus on established and emerging CPG brands.

With detailed data that tracks where different product categories are selling and insight that will bring executives up to speed on ever-evolving dynamics, this report becomes a tool to keep your omnichannel strategy running with optimal returns.



With 137 pages, 65 charts and graphs and 21 company profiles, this report will satisfy all the data needs for your omnichannel strategy. Visit nutritionbusinessjournal.com for more information.

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NETWORK™

HOW DOES IT WORK?

1



Become a
Cornerstone
Investor

Receive access to our database of deals and industry transactions, and get ready for the next event.

2



Attend any
or all events

Be a part of our Investor Meetings in New York, San Francisco, and Toronto as well as co-located events at Natural Products Expo, SupplySide, and Vitafoods.

3



Hear 10-min
presentations
from ~20 companies
at each event

Curated and guided by the NCN team, these companies will present their business models, growth plans and investment objectives.

4



Let's
Dance

After the pitches, investors will be able to meet with the companies they are interested in one-on-one to discuss collaboration in more detail.

Check out our upcoming events in San Francisco and at Expo East and SupplySide West.

Learn more at
nutritioncapital.com

Nutrition Capital Network's mission is to facilitate financing & asset sales for growing companies and introduce investors to the next generation of successful brands & technology in the nutrition and health & wellness industry.



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