



Welcome to Natural Products Expo West 2017!

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

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

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



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NEXT Innovation Solutions, visit
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Wishing you a productive and successful Expo West!

Mark Mallardi

424.241.8204

mmallardi@newhope.com

Tara Burkley

303.998.9316

tburkley@newhope.com



New Hope
NETWORK.

Drawing from the **2017 NEXT Forecast**, the industry's leading source of forward-looking insights, this book will explore 3 cultural forces and their related macro forces that are shaping the future of the natural & organic products industry.* Each tab will cover one macro force and will highlight important trends within that force while providing product/brand examples with booth numbers to bring these trends to life.



Cultural Forces

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

Macro Forces

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

Trends

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

THE CULTURAL FORCES

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

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

THE MACRO FORCES

Cultural Awakening

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

Modern Life

- **The Modern Meal:** Consumers hack their meals into streamlined, efficient plates that minimize preparation time and maximize nutrition.

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

Tech Enablers

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

** New Hope Network and the Sterling-Rice Group partnered on the 2017 NEXT Forecast.*

Cultural Force: Cultural Awakening

Macro Force – Ancient Wisdom

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

Trends

- **The Wholegrarian Shopper**

Consumers are seeking wholesome, pronounceable ingredients to discern healthy and nutritious natural foods.

- **Inherently Functional**

Functional ingredients are popping up all over – in cereals, bars, snacks and chocolate – and are resonating with both natural and conventional customers. There's broad appeal for ingredients promising energy, better nutrition, and vitality, and a common resistance to supplements.

- **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.

- **The Flavor Advantage**

Another win for the good food movement: food raised (or grown) right just tastes better.

The Wholegrain Shopper	Category	Hall	Booth
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	194
Path of Life*	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5068
SuperEats*	Desserts, Confections and Snacks	Hall E	5191
Munk Pack	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5299
i heart keenwah	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5337
Hope Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5361
Simple Mills	Desserts, Confections and Snacks	Hall E	5370
Honeydrop Beverages*	Beverages	Hall E	5373
Angelic Bakehouse	Desserts, Confections and Snacks	Hall E	5489
Rise Bar	Desserts, Confections and Snacks	Hall E	5528
Among Friends Baking Mixes	Desserts, Confections and Snacks	Hall E	5537
Boulder Organic!	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5569
18 Rabbits	Desserts, Confections and Snacks	Hall E	5715
Firehook	Desserts, Confections and Snacks	Hall E	5729
Dang Foods LLC	Desserts, Confections and Snacks	Hall E	5836
Wild Poppy Juice Company	Beverages	ACC Room 303	8015
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Room 303	8022
Freida's Pantry	Desserts, Confections and Snacks	ACC Room 303	8023
Alive & Radiant	Desserts, Confections and Snacks	ACC Room 303	8068

* See section appendix for brand name / company name (page 10)

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The Wholegrarian Shopper	Category	Hall	Booth
DRINKmaple	Beverages	ACC Ballroom Level 3	8613
Yoot Tea	Beverages	ACC Ballroom Level 3	8722
Beech-Nut Nutrition	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8918
Three Trees	Beverages	ACC Ballroom Level 3	9001
Teff Company/Maskal Teff	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9123
Hybread*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9622
Native State Foods	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9634
BRAMI Beans	Desserts, Confections and Snacks	Hilton Ballrooms	H216
Grainful*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H320
RollinGreens	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H410
Bakerly	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hilton Ballrooms	H1025
Crio Bru	Beverages	Hilton Ballrooms	H1122
Bare Bones Broth Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1204
Inherently Functional	Category	Hall	Booth
ENLIGHTENED*	Desserts, Confections and Snacks	Arena	108
Love Beets	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	147
Baobab Foods	Desserts, Confections and Snacks	Hall E	5060
Perfect Bar	Desserts, Confections and Snacks	Hall E	5192
Living Raw	Desserts, Confections and Snacks	Hall E	5197
Love Grown Foods, LLC	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5282

Inherently Functional	Category	Hall	Booth
Little Duck Organics & Brad's Raw Foods	Desserts, Confections and Snacks	Hall E	5314
OMG! - Organic Meets Good	Desserts, Confections and Snacks	Hall E	5338
CHIA VIVA!	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5349
Evo Hemp*	Desserts, Confections and Snacks	Hall E	5351
Bai Brands, LLC	Beverages	Hall E	5388
Rhythm Superfoods	Desserts, Confections and Snacks	Hall E	5418
Angelic Bakehouse	Desserts, Confections and Snacks	Hall E	5489
Among Friends Baking Mixes	Desserts, Confections and Snacks	Hall E	5537
MySuperfoods Company	Desserts, Confections and Snacks	Hall E	5541
BRUCE TEA	Beverages	Hall E	5548
Health Warrior Inc	Desserts, Confections and Snacks	Hall E	5624
Kate Farms	Beverages	Hall E	5682
LALOO'S*	Desserts, Confections and Snacks	Hall E	5686
Purity Organic, LLC	Beverages	Hall E	5887
Avitae Caffeinated Water	Beverages	Hall E	5893
Lark Ellen Farm, Inc.	Desserts, Confections and Snacks	ACC Room 303	8004
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Room 303	8022
Freida's Pantry	Desserts, Confections and Snacks	ACC Room 303	8023
Kona Deep	Beverages	ACC Ballroom Level 3	8522
Sulo Foods Inc.	Desserts, Confections and Snacks	ACC Ballroom Level 3	8606
teapigs US	Beverages	ACC Ballroom Level 3	8615

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Inherently Functional	Category	Hall	Booth
Bonafide Provisions	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8801
World of Chia*	Condiments, Sauces, Spices	ACC Ballroom Level 3	8905
Sherpa Foods SPC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9017
Organic Gemini Tigernuts*	Desserts, Confections and Snacks	ACC Ballroom Level 3	9018
Sundia Corporation	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9104
Solti Beverages	Beverages	ACC Ballroom Level 3	9116
TURVEDA	Beverages	ACC Ballroom Level 3	9122
Teff Company/Maskal Teff	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9123
REBBL	Beverages	ACC Ballroom Level 3	9219
Genki USA Inc.	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9312
Addictive Wellness	Desserts, Confections and Snacks	ACC Ballroom Level 3	9419
Lifelce Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9421
Know Brainer Foods	Meat, Dairy and Cheese	ACC Room 304	9614
Native State Foods	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9634
Tin Star Foods	Condiments, Sauces, Spices	ACC Room 304	9665
Numo Broth*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9682
Buddha Teas	Beverages	Hilton Ballrooms	H201
bRAW bar	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H207
Foodie Fuel Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H223
powbab	Desserts, Confections and Snacks	Hilton Ballrooms	H231
R.E.D.D. (Redd)	Desserts, Confections and Snacks	Hilton Ballrooms	H235

Inherently Functional	Category	Hall	Booth
Pok Pok Som	Beverages	Hilton Ballrooms	H313
Grainful*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H320
Kettle & Fire Bone Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H524
Hemp2o	Beverages	Hilton Ballrooms	H606
Mangajo Drinks Co.	Beverages	Hilton Ballrooms	H615
Ginger's Healthy Habits	Desserts, Confections and Snacks	Hilton Ballrooms	H626
Virgin Raw Foods, LLC	Condiments, Sauces, Spices	Hilton Ballrooms	H810
4th & Heart	Condiments, Sauces, Spices	Hilton Ballrooms	H823
TEYA CHIA	Beverages	Hilton Ballrooms	H926
Hawaiian Ola	Beverages	Hilton Ballrooms	H1010
Organica	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1100
EatPops*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1101
Bare Bones Broth Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1204
Embracing Biodynamic	Category	Hall	Booth
Back to the Roots	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5798
Epic Provisions	Meat, Dairy and Cheese	Hall E	5854
Wize Monkey	Beverages	Marriott Ballroom	M202
The Flavor Advantage	Category	Hall	Booth
Saint Benoit Creamery	Meat, Dairy and Cheese	Arena	112
Hip Chick Farms, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	146
Blue Marble Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	167

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The Flavor Advantage	Category	Hall	Booth
Path of Life*	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5068
Bricks Meals & Snacks*	Meat, Dairy and Cheese	Hall E	5069
Tiny But Mighty Popcorn	Desserts, Confections and Snacks	Hall E	5267
Love Grown Foods, LLC	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5282
ICONIC*	Beverages	Hall E	5302
Vital Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5339
Teton Waters Ranch	Meat, Dairy and Cheese	Hall E	5453
Angelic Bakehouse	Desserts, Confections and Snacks	Hall E	5489
Cynara	Condiments, Sauces, Spices	Hall E	5631
LALOO'S*	Desserts, Confections and Snacks	Hall E	5686
Maple Hill Creamery, LLC	Meat, Dairy and Cheese	Hall E	5822
Dreaming Cow	Meat, Dairy and Cheese	Hall E	5837
Epic Provisions	Meat, Dairy and Cheese	Hall E	5854
Smari Organics	Meat, Dairy and Cheese	Hall E	5863
Country Archer Jerky	Meat, Dairy and Cheese	Hall E	5864
FIELD TRIP Jerky*	Meat, Dairy and Cheese	Hall E	5871
Cawston Press	Beverages	ACC Room 303	8030
Sun Fed Ranch*	Meat, Dairy and Cheese	ACC Ballroom Level 3	8301
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8819
Naturi, Inc.	Meat, Dairy and Cheese	ACC Ballroom Level 3	8924
Tanka/Native American Natural Foods*	Meat, Dairy and Cheese	ACC Ballroom Level 3	9005
Blue Northern Foods	Beverages	ACC Ballroom Level 3	9124

The Flavor Advantage	Category	Hall	Booth
Mt. Capra Products	Meat, Dairy and Cheese	ACC Ballroom Level 3	9406
Know Brainer Foods	Meat, Dairy and Cheese	ACC Room 304	9614
Top Line Milk Company	Beverages	ACC Room 304	9659
Lawless Jerky	Meat, Dairy and Cheese	ACC Room 304	9660
Tin Star Foods	Condiments, Sauces, Spices	ACC Room 304	9665
Numo Broth*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9682
Caveman Coffee Co	Beverages	Hilton Ballrooms	H102
Wild Zora Foods, LLC	Meat, Dairy and Cheese	Hilton Ballrooms	H1009
The Real Co.	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hilton Ballrooms	H1034
Bare Bones Broth Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1204
Humboldt Creamery	Meat, Dairy and Cheese	Hilton Ballrooms	H1214
groundwork coffee	Beverages	Hilton Ballrooms	H1223
SlantShack Jerky	Meat, Dairy and Cheese	Hilton Ballrooms	H1224
Obrigado*	Beverages	Hilton Ballrooms	H427
Crown Maple	Condiments, Sauces, Spices	Hilton Ballrooms	H428
Kettle & Fire Bone Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H524
Intelligentsia Coffee	Beverages	Hilton Ballrooms	H612
Los Cantores*	Desserts, Confections and Snacks	Hilton Ballrooms	H622
Know Your Fruit	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H635
Manini's	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H730
Wilde Snacks	Meat, Dairy and Cheese	Hilton Ballrooms	H820
4th & Heart	Condiments, Sauces, Spices	Hilton Ballrooms	H823

APPENDIX

Brand Name	Company Name
Bricks	First Kitchen Brands LLC
EatPops	Innocent Foods
Enlightened	Beyond Better Foods, LLC
Evo Hemp	Hemp Health LLC
Field Trip Jerky	Provisionaire & Co.
Grainful	BeetNPath, LLC
Honeydrop Beverages	Birch B LLC
Hybread	Pure Sense, Inc
ICONIC	Be Well Nutrition
Laloo's	Minsa Corporation
Los Cantores	Mexican Corn Products, Inc.
Numo Broth	BIY Bone Broth Inc.
Obrigado	Aurantiaca USA LLC
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Path of Life	Harvest Food Group
Sun Fed Ranch	Sun Beef LLC
Super Eats	A&C Snacks LLC
Tanka	Native American Natural Foods
World of Chia	Space Enterprises, LLC

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: 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
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	194
ICONIC*	Beverages	Hall E	5302
Vital Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5339
Simple Squares*	Desserts, Confections and Snacks	Hall E	5413
NURTURME*	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5416
Victoria Fine Foods	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hall E	5448
Sprout Nutrition	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5475
Super Seedz	Desserts, Confections and Snacks	Hall E	5494
Rise Bar	Desserts, Confections and Snacks	Hall E	5528
Veggie-Go's*	Desserts, Confections and Snacks	Hall E	5535
Element Snacks	Desserts, Confections and Snacks	Hall E	5553
Quinn Snacks	Desserts, Confections and Snacks	Hall E	5561
Kerby Lane Cafe	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5567
Nona Lim	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5575
Simply Gum	Desserts, Confections and Snacks	Hall E	5701
Feel Good Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5719
Bilinski Sausage Co.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Room 303	5727
Firehook	Desserts, Confections and Snacks	Hall E	5729

* See section appendix for brand name / company name (page 19)

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Label Reading Goes Beyond Moms	Category	Hall	Booth
Country Archer Jerky	Meat, Dairy and Cheese	Hall E	5864
Souperb	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8309
Bixby & Co.	Desserts, Confections and Snacks	ACC Ballroom Level 3	8519
DRINKmaple	Beverages	ACC Ballroom Level 3	8613
Froozer*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8823
Beech-Nut Nutrition	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8918
Three Trees	Beverages	ACC Ballroom Level 3	9001
RXBAR*	Desserts, Confections and Snacks	ACC Room 304	9215
Oh Yes! Foods	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9311
Frontier Snacks, LLC	Desserts, Confections and Snacks	ACC Ballroom Level 3	9404
Danielle*	Desserts, Confections and Snacks	ACC Ballroom Level 3	9414
Once Upon a Farm	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H100
Buddy Fruits	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H232
Miss Jones Baking Co.*	Desserts, Confections and Snacks	Hilton Ballrooms	H309
Grainful*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H320
Red Duck Foods	Condiments, Sauces, Spices	Hilton Ballrooms	H323
UNREAL Candy	Desserts, Confections and Snacks	Hilton Ballrooms	H403
Keep Healthy Inc.	Desserts, Confections and Snacks	Hilton Ballrooms	H620
Ginger's Healthy Habits	Desserts, Confections and Snacks	Hilton Ballrooms	H626

Trust through Transparency	Category	Hall	Booth
Hip Chick Farms, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	146
Andrea Milano*	Condiments, Sauces, Spices	Hall E	5330
Victoria Fine Foods	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hall E	5448
Sprout Nutrition	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5475
Quinn Snacks	Desserts, Confections and Snacks	Hall E	5561
Chia Co, The	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5589
Cynara	Condiments, Sauces, Spices	Hall E	5631
Hnina INC.	Desserts, Confections and Snacks	ACC Room 303	8016
Cafe Kreyol, LLC	Beverages	ACC Ballroom Level 3	8815
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8819
Chia Corp	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9108
Wild Selections*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9207
Asante Mama*	Beverages	ACC Ballroom Level 3	9218
Obrigado*	Beverages	Hilton Ballrooms	H427
Salty Girl Seafood, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H933
The Real Co.	Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hilton Ballrooms	H1034
North Prairie Family Farms	Condiments, Sauces, Spices	Hilton Ballrooms	H1238
Wize Monkey	Beverages	Marriott Ballroom	M202

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Opportunity: The Verified Brand	Category	Hall	Booth
Blue Green Organics, LLC	Desserts, Confections and Snacks	Arena	109
Bgreen Food	Shelf Stable: Meals, Soups, Apps and Sides	Arena	111
Modern Oats*	Shelf Stable: Meals, Soups, Apps and Sides	Arena	160
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	194
SuperEats*	Desserts, Confections and Snacks	Hall E	5191
Vixen Kitchen	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5200
NuttZo	Condiments, Sauces, Spices	Hall E	5250
Munk Pack	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5299
Vital Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5339
Simple Squares*	Desserts, Confections and Snacks	Hall E	5413
NURTURME*	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5416
Qrunch Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5577
NadaMoo	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5597
18 Rabbits	Desserts, Confections and Snacks	Hall E	5715
Tolerant Foods*	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5739
ARCTIC ZERO Fit Frozen Desserts (Ice Cream)	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5823
Hnina INC.	Desserts, Confections and Snacks	ACC Room 303	8016
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Room 303	8022

Opportunity: The Verified Brand	Category	Hall	Booth
Fruigees Organic Fruit Snacks	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8311
Bixby & Co.	Desserts, Confections and Snacks	ACC Ballroom Level 3	8519
MadeGood Foods*	Desserts, Confections and Snacks	ACC Ballroom Level 3	8809
Nutraw Foods	Condiments, Sauces, Spices; Desserts, Confections and Snacks	ACC Ballroom Level 3	9320
Once Upon a Farm	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H100
bRAW bar	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H207
Buddy Fruits	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H232
Keep Healthy Inc.	Desserts, Confections and Snacks	Hilton Ballrooms	H620
BetterBody Foods & Nutrition	Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hilton Ballrooms	H915
Primal Kitchen	Condiments, Sauces, Spices	Hilton Ballrooms	H1013
Prana	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hilton Ballrooms	H1232
WB Kitchen	Desserts, Confections and Snacks	Marriott Ballroom	M319
Opportunity: Rehabilitation of Science	Category	Hall	Booth
Eat the Ball Inc.	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 303	8017
UVO Sun Protective Supplement	Beverages	ACC Room 304	9679

APPENDIX

Brand Name	Company Name
Andrea Milano	ACETIFICIO A. MILANO SRL
Asante Mama	Sunshine Agro Products Ltd
Danielle	New England Herbal Foods LLC
Froozer	Cool Frootz LLC
Grainful	BeetNPath, LLC
ICONIC	Be Well Nutrition
MadeGood Foods	Riverside Natural Foods Ltd.
Miss Jones Baking Co	The Purple Mixer, LLC dba Miss Jones Baking Co
Modern Oats	Innovative Beverage Concepts
Nurturme	Freed Foods
Obrigado	Aurantiaca USA LLC
RXBAR	Chicago Bar Company LLC
Simple Squares	Simplified Foods, LLC
Super Eats	A&C Snacks LLC
Tolerant Foods	MXO GLOBAL INC.
Veggie-Go's	The Naked Edge, LLC
Wild Selections	Bumble Bee Foods

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
Eureka! Baking Company	Shelf Stable: Meals, Soups, Apps and Sides	Arena	113
22 Days Nutrition	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Arena	155
Beetnik	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	194
Brazi Bites	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	197
Bricks Meals & Snacks	Meat, Dairy and Cheese	Hall E	5069
Vixen Kitchen	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5200
Raised Gluten Free*	Desserts, Confections and Snacks	Hall E	5300
Harbor Creek Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5371
Simple Squares*	Desserts, Confections and Snacks	Hall E	5413
Hail Merry	Desserts, Confections and Snacks	Hall E	5467
Emmy's Organics, inc	Desserts, Confections and Snacks	Hall E	5476
Beyond Meat	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5486
Gratify	Desserts, Confections and Snacks	Hall E	5570
Free2B Foods	Desserts, Confections and Snacks	Hall E	5636
Explore Cuisine	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5654
Feel Good Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5719
Tolerant Foods*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 303	5739
Viki's granola	Desserts, Confections and Snacks	Hall E	5827

* See section appendix for brand name / company name (pages 30-31)

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Tribal Influence	Category	Hall	Booth
Nu Life Market LLC	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5841
Cappello's	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5850
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Ballroom Level 3	8022
Because Cookie Dough	Desserts, Confections and Snacks	ACC Room 303	8024
Leaf Cuisine, LLC	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8314
Cup4Cup, LLC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8409
Mikey's	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8410
Bella Gluten-Free	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	8516
Bixby & Co.	Desserts, Confections and Snacks	ACC Ballroom Level 3	8519
Bandar Foods, Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	ACC Ballroom Level 3	8702
Banza	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8904
Bitty Foods	Desserts, Confections and Snacks	ACC Ballroom Level 3	9200
Mediterra Co.	Desserts, Confections and Snacks	ACC Ballroom Level 3	9408
Hu Kitchen	Desserts, Confections and Snacks	ACC Ballroom Level 3	9435
R.E.A.L. (Raw Energy And Life) Foods	Desserts, Confections and Snacks	ACC Room 304	9623
Bubba's Fine Foods	Desserts, Confections and Snacks	Hilton Ballrooms	H204
bRAW bar	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H207
GF Harvest LLC/ Canyon Oats	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H302

Tribal Influence	Category	Hall	Booth
Grainful	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H320
You Are Loved Foods	Desserts, Confections and Snacks	Hilton Ballrooms	H335
Eat Real Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H500
Spiced & Infused	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H506
Paleo Prime Cookies	Desserts, Confections and Snacks	Hilton Ballrooms	H531
Siete Family Foods	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H533
Primal Kitchen	Condiments, Sauces, Spices	Hilton Ballrooms	H1013
Gluten Free Nation	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hilton Ballrooms	H1207
Good Seed	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1213
Bakeology	Desserts, Confections and Snacks	Hilton Ballrooms	H1221
Prana	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hilton Ballrooms	H1232
Kitchun Grainfree Food Co.	Shelf Stable: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Marriott Ballroom	M518
Caveman Foods	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Marriott Ballroom	M617
Food as Medicine	Category	Hall	Booth
Love Beets	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	147
Path of Life	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5068
Dahlicious, LLC	Meat, Dairy and Cheese	Hall E	5166
Temple Turmeric	Beverages	Hall E	5176

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Food as Medicine	Category	Hall	Booth
FODY Food Co.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Hall E	5257
Evo Hemp	Desserts, Confections and Snacks	Hall E	5351
Honeydrop Beverages	Beverages	Hall E	5373
Juice Served Here	Beverages	Hall E	5529
Jackson's Honest	Desserts, Confections and Snacks	ACC Ballroom Level 3	8605
Bundle Organics	Beverages	ACC Ballroom Level 3	8616
Yoot Tea	Beverages	ACC Ballroom Level 3	8722
Bonafide Provisions	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8801
Pharmadus, Inc.	Beverages	ACC Ballroom Level 3	8817
Organic Gemini Tigernuts	Desserts, Confections and Snacks	ACC Ballroom Level 3	9018
Solti Beverages	Beverages	ACC Ballroom Level 3	9116
Asante Mama	Beverages	ACC Ballroom Level 3	9218
Teaonic*	Beverages	ACC Ballroom Level 3	9319
SugaVida*	Desserts, Confections and Snacks	ACC Ballroom Level 3	9429
RePear*	Beverages	ACC Ballroom Level 3	9431
Hikari Miso International, Inc.	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9630
Kettle & Fire Bone Broth	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H524
Virgin Raw Foods, LLC	Condiments, Sauces, Spices	Hilton Ballrooms	H810
Hawaiian Ola	Beverages	Hilton Ballrooms	H1010
EatPops	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1101
Crio Bru	Beverages	Hilton Ballrooms	H1122

Food as Medicine	Category	Hall	Booth
Bare Bones Broth Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1204
Microbiome	Category	Hall	Booth
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	199
Suja Juice	Beverages	Hall E	5078
Forager Project	Beverages; Desserts, Confections and Snacks	Hall E	5165
Dahlicious, LLC	Meat, Dairy and Cheese	Hall E	5166
WildBrine	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5262
Good Karma Foods, Inc.	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5276
Little Duck Organics & Brad's Raw Foods	Desserts, Confections and Snacks	Hall E	5314
Ecovinal Probiotic Vinegars	Condiments, Sauces, Spices	Hall E	5335
GoLive Probiotic & Prebiotic Products	Beverages	Hall E	5471
Daily Greens	Beverages	Hall E	5647
Karma Wellness Water	Beverages	Hall E	5772
Desert Farms	Beverages	ACC Room 303	8035
Organic Pastures Dairy	Meat, Dairy and Cheese	ACC Room 303	8041
Sosi's Healthy Pleasures LLC	Meat, Dairy and Cheese	ACC Ballroom Level 3	8521
Sinto Gourmet LLC	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8526
EJZ Foods, Inc./Evolve Kefir/ ZenSoy	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8714
Mother-In-Law's Kimchi	Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	ACC Ballroom Level 3	8807
TruVibe Organics	Beverages	ACC Ballroom Level 3	8908
Foxy's Thoughtful Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9012

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Microbiome	Category	Hall	Booth
Pickled Planet LLC	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9318
Slingshot Foods	Meat, Dairy and Cheese	ACC Ballroom Level 3	9418
Harvest Soul Organic Juices	Beverages	Hilton Ballrooms	H213
Doctor D's Delicious Water Kefir	Beverages	Hilton Ballrooms	H327
CO YO	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H605
Cultures for Health	Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Hilton Ballrooms	H1102
Ozuke	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1108
Brio Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1120
Pronutz	Desserts, Confections and Snacks	Hilton Ballrooms	H1205
The Water Kefir People*	Beverages	Marriott Ballroom	M711
Kombucha Dog	Beverages	Marriott Ballroom	M811
Opportunity: Protein Redefined	Category	Hall	Booth
ENLIGHTENED	Desserts, Confections and Snacks	Arena	108
22 Days Nutrition	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Arena	155
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	199
SuperEats*	Desserts, Confections and Snacks	Hall E	5191
Perfect Bar	Desserts, Confections and Snacks	Hall E	5192
Good Karma Foods, Inc.	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5276
Love Grown Foods, LLC	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5282

Opportunity: Protein Redefined	Category	Hall	Booth
ICONIC	Beverages	Hall E	5302
i heart keenwah	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5337
FlapJacked Protein-Packed Products	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5386
Amplify Snack Brands	Desserts, Confections and Snacks	Hall E	5406
Ancient Harvest	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5478
Beyond Meat	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5486
Wild Friends Foods	Condiments, Sauces, Spices	Hall E	5587
Health Warrior Inc	Desserts, Confections and Snacks	Hall E	5624
Rumble	Beverages	Hall E	5650
Explore Cuisine	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5654
Kate Farms	Beverages	Hall E	5682
Squarebar	Desserts, Confections and Snacks	Hall E	5690
Tolerant Foods*	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5739
Smari Organics	Meat, Dairy and Cheese	Hall E	5863
Detour Bar	Desserts, Confections and Snacks	ACC Room 303	8025
i won! nutrition	Desserts, Confections and Snacks	ACC Room 303	8065
ALOHA	Beverages	ACC Ballroom Level 3	8517
Modern Table Meals	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8709
ips All Natural, LLC	Desserts, Confections and Snacks	ACC Ballroom Level 3	8720
Banza	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8904

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Opportunity: Protein Redefined	Category	Hall	Booth
Chapul, INC	Desserts, Confections and Snacks	ACC Ballroom Level 3	9021
Blue Northern Foods	Beverages	ACC Ballroom Level 3	9124
Bitty Foods	Desserts, Confections and Snacks	ACC Ballroom Level 3	9200
Nutraw Foods	Condiments, Sauces, Spices; Desserts, Confections and Snacks	ACC Ballroom Level 3	9320
Mt. Capra Products	Meat, Dairy and Cheese	ACC Ballroom Level 3	9406
Powerful Yogurt	Meat, Dairy and Cheese	Hilton Ballrooms	H203
BRAMI Beans	Desserts, Confections and Snacks	Hilton Ballrooms	H216
Buff Bake LLC	Condiments, Sauces, Spices	Hilton Ballrooms	H329
Rule Breaker Snacks*	Desserts, Confections and Snacks	Hilton Ballrooms	H502
Authentic Alaska/Dear North	Meat, Dairy and Cheese	Hilton Ballrooms	H534
4SOME Health	Beverages	Hilton Ballrooms	H610
Fermalife	Beverages	Hilton Ballrooms	H633
skinnypasta	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H704
Veggemo*	Beverages	Hilton Ballrooms	H716
Healthy Skoop	Beverages	Hilton Ballrooms	H804
BetterBody Foods & Nutrition	Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hilton Ballrooms	H915
Kodiak Cakes	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1029
Protes Protein Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H1031
Purely Inspired*	Beverages	Hilton Ballrooms	H1138
Ripple Foods PBC	Beverages	Marriott Ballroom	M418

APPENDIX

Brand Name	Company Name
22 Days Nutrition	Co.Exist Nutrition Corp
Aloha	Project Healthy Living, DBA ALOHA
Asante Mama	Sunshine Agro Products Ltd
Bricks	First Kitchen Brands LLC
CoYO	Los Chileros
Dear North	Authentic Alaska
Detour Bar	Forward Foods LLC
EatPops	Innocent Foods
Enlightened	Beyond Better Foods, LLC
Evo Hemp	Hemp Health LLC
Evolve Kefir, ZenSoy	EJZ Foods, Inc
Explore Cuisine	Opal SY. International
Fermalife	Lightman Laboratories Inc.
Fody Food Co.	Squish Natural Group
Foxy's Thoughtful Ice Cream	Altijira Murray Products LLC
Grainful	BeetNPath, LLC
Gratify	Osem USA
Honeydrop Beverages	Birch B LLC
ICONIC	Be Well Nutrition
Modern Table Meals	Basic American Foods
Organic Gemini Tigernuts	HMO Beverage Corp DBA Organic Gemini
Path of Life	Harvest Food Group
Protes	ProFormance Foods, Inc.

APPENDIX

Brand Name	Company Name
Purely Inspired	Iovate Health Sciences International Inc.
Raised Gluten Free	Natural Decadence
RePear	Dalian Zhenxin Canned Food Co., Ltd
Rule Breaker Snacks	Pure Genius Provisions
Simple Squares	Simplified Foods, LLC
SugaVida	Conscious Food LTD
Super Eats	A&C Snacks LLC
Teaonic	Happy Cells, Inc.
The Water Kefir People	K Brewing Company LLC
Tolerant Foods	MXO GLOBAL INC.
Veggemo	Global Gardens Group

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.

Purposeful Brands	Category	Hall	Booth
Blue Marble Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	167
Baobab Foods	Desserts, Confections and Snacks	Hall E	5060
Bitsy's Brainfood	Desserts, Confections and Snacks	Hall E	5183
Dave's Killer Bread	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5244
Heavenly Organics*	Condiments, Sauces, Spices	Hall E	5317
Voss Water of Norway	Beverages	Hall E	5340
Honeydrop Beverages*	Beverages	Hall E	5373
Serenata*	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5445
BRUCE TEA	Beverages	Hall E	5548
Divine Chocolate	Desserts, Confections and Snacks	Hall E	5559
TaDah! Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5630
Squarebar	Desserts, Confections and Snacks	Hall E	5690
Eat the Ball Inc.	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 303	8017
Tea Drops*	Beverages	ACC Room 303	8050
This Bar Saves Lives	Desserts, Confections and Snacks	ACC Ballroom Level 3	8513
Jackson's Honest	Desserts, Confections and Snacks	ACC Ballroom Level 3	8605
DRINKmaple	Beverages	ACC Ballroom Level 3	8613
Yumbutter	Condiments, Sauces, Spices	ACC Room 303	8804
Cafe Kreyol, LLC	Beverages	ACC Ballroom Level 3	8815
Wild Ophelia	Desserts, Confections and Snacks	ACC Ballroom Level 3	9004

* See section appendix for brand name / company name (page 40)

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Purposeful Brands	Category	Hall	Booth
Deep River Snacks	Desserts, Confections and Snacks	ACC Ballroom Level 3	9204
Wild Selections*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9207
REBBL	Beverages	ACC Ballroom Level 3	9219
EnerBee	Beverages	ACC Ballroom Level 3	9313
Rethink Water	Beverages	ACC Room 304	9641
Mavuno Harvest	Desserts, Confections and Snacks	Hilton Ballrooms	H308
51FIFTY Enterprises	Beverages	Hilton Ballrooms	H710
Salty Girl Seafood, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H933
Green Sheep Water	Beverages	Hilton Ballrooms	H1030
Live Love Pop	Desserts, Confections and Snacks	Hilton Ballrooms	H1230
Wize Monkey	Beverages	Marriott Ballroom	M202
Kill Cliff Inc.	Beverages	Marriott Ballroom	M417
Kombucha Dog	Beverages	Marriott Ballroom	M811
Environmental Expectations	Category	Hall	Booth
Baobab Foods	Desserts, Confections and Snacks	Hall E	5060
GrandyOats	Desserts, Confections and Snacks	Hall E	5061
Harmless Harvest	Beverages	Hall E	5171
Kelapo Coconut*	Condiments, Sauces, Spices	Hall E	5321
Biocomercio	Desserts, Confections and Snacks	Hall E	5333
Vital Farms	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5339
Voss Water of Norway	Beverages	Hall E	5340
Ethical Bean Coffee	Beverages	Hall E	5355

Environmental Expectations	Category	Hall	Booth
Icelandic Glacial	Beverages	Hall E	5536
Boulder Organic!	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5569
Califia Farms	Beverages	Hall E	5592
EcoTeas*	Beverages	Hall E	5601
Bhakti	Beverages	Hall E	5717
Revive Kombucha	Beverages	Hall E	5726
California Olive Ranch	Condiments, Sauces, Spices	Hall E	5754
Hnina INC.	Desserts, Confections and Snacks	ACC Room 303	8016
Tea Drops*	Beverages	ACC Room 303	8050
Kite Hill*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8315
teapigs US	Beverages	ACC Ballroom Level 3	8615
Olivia Chocolatiers	Desserts, Confections and Snacks	ACC Ballroom Level 3	8622
OneCoffee*	Beverages	ACC Ballroom Level 3	8713
Love & Hummus Co.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8717
Yumbutter	Condiments, Sauces, Spices	ACC Ballroom Level 3	8804
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8819
Boxed Water Is Better LLC	Beverages	ACC Ballroom Level 3	8915
Beech-Nut Nutrition	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8918
Chapul, INC	Desserts, Confections and Snacks	ACC Ballroom Level 3	9021
Snoqualmie Ice Cream	Meat, Dairy and Cheese	ACC Ballroom Level 3	9112
Hammons Black Walnuts	Desserts, Confections and Snacks	ACC Ballroom Level 3	9114
Bitty Foods	Desserts, Confections and Snacks	ACC Ballroom Level 3	9200

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Environmental Expectations	Category	Hall	Booth
Deep River Snacks	Desserts, Confections and Snacks	ACC Ballroom Level 3	9204
Wild Selections*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9207
Buddha Teas	Beverages	Hilton Ballrooms	H201
Cocomels by JJ's Sweets	Desserts, Confections and Snacks	Hilton Ballrooms	H416
Crown Maple	Condiments, Sauces, Spices	Hilton Ballrooms	H428
Pure Brazilian LLC	Beverages	Hilton Ballrooms	H526
Jackfruit Company, The	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H921
Salty Girl Seafood, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H933
Green Sheep Water	Beverages	Hilton Ballrooms	H1030
Fresh Nature Foods	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1103
Waiakea Hawaiian Volcanic Water	Beverages	Hilton Ballrooms	H1233
WB Kitchen	Desserts, Confections and Snacks	Marriott Ballroom	M319
The B Corp Revolution	Category	Hall	Booth
Rogue Creamery	Meat, Dairy and Cheese	Arena	176
NuttZo	Condiments, Sauces, Spices	Hall E	5250
Peeled Snacks	Desserts, Confections and Snacks	Hall E	5275
Ethical Bean Coffee	Beverages	Hall E	5355
Emmy's Organics, inc	Desserts, Confections and Snacks	Hall E	5476
Divine Chocolate	Desserts, Confections and Snacks	Hall E	5559
Bhakti	Beverages	Hall E	5717
Jeni's Splendid Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5770

The B Corp Revolution	Category	Hall	Booth
Dang Foods LLC	Desserts, Confections and Snacks	Hall E	5836
Love & Hummus Co.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8717
Yumbutter	Condiments, Sauces, Spices	ACC Ballroom Level 3	8804
Sherpa Foods SPC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	9017
Buen Sabor	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H824
Olomomo Nut Co	Desserts, Confections and Snacks	Hilton Ballrooms	H930
SlantShack Jerky	Meat, Dairy and Cheese	Hilton Ballrooms	H1224
Prana	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hilton Ballrooms	H1232
Ripple Foods PBC	Beverages	Marriott Ballroom	M418
Opportunity: Regeneration	Category	Hall	Booth
Teton Waters Ranch	Meat, Dairy and Cheese	Hall E	5453
Maple Hill Creamery, LLC	Meat, Dairy and Cheese	Hall E	5822
Koda Farms	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5885
Back to the Roots	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5798
Epic Provisions	Meat, Dairy and Cheese	Hall E	5854
Wize Monkey	Beverages	Marriott Ballroom	M202
Opportunity: Waste Not, Want Not	Category	Hall	Booth
Saint Benoit Creamery	Meat, Dairy and Cheese	Arena	112
Forager Project	Beverages; Desserts, Confections and Snacks	Hall E	5165
Bai Brands, LLC	Beverages	Hall E	5388
Sir Kensington's	Condiments, Sauces, Spices	Hall E	5784

APPENDIX

Brand Name	Company Name
EcoTeas	Mate Revolution
Heavenly Organics	Fairfield Organics LLC
Honeydrop Beverages	Birch B LLC
Kelapo Coconut	Beneficial Blends, LLC
Kite Hill	Lyrical Foods DBA Kite Hill
Obrigado	Aurantiaca USA LLC
One Coffee	Canterbury Coffee
Serenata	Aromatica Organics
Tea Drops	Humble Tea LLC
Wild Selections	Bumble Bee Foods
WTRMLN WTR	World Waters, LLC

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
ENLIGHTENED*	Desserts, Confections and Snacks	Arena	108
Love Beets	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	147
Bitsy's Brainfood	Desserts, Confections and Snacks	Hall E	5183
SuperEats*	Desserts, Confections and Snacks	Hall E	5191
i heart keenwah	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5337
Rhythm Superfoods	Desserts, Confections and Snacks	Hall E	5418
Seneca Snacks	Desserts, Confections and Snacks	Hall E	5524
Veggie-Go's*	Desserts, Confections and Snacks	Hall E	5535
Element Snacks	Desserts, Confections and Snacks	Hall E	5553
HALFPOPS	Desserts, Confections and Snacks	Hall E	5633
Wonderfully Raw Gourmet	Desserts, Confections and Snacks	Hall E	5759
Harvest Snaps*	Desserts, Confections and Snacks	Hall E	5878
Pop Art Snacks/Happy Day Gourmet, LLC	Desserts, Confections and Snacks	Hall E	5892
Cal-Snax International	Desserts, Confections and Snacks	ACC Room 303	8009
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Room 303	8022
Alive & Radiant	Desserts, Confections and Snacks	ACC Room 303	8068
Biena Snacks	Desserts, Confections and Snacks	ACC Room 303	8320
Veggie Fries*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8408

* See section appendix for brand name / company name (page 45)

NEXT Trend Guide

Natural Products Expo West 2017

Snackification	Category	Hall	Booth
Gorilly Goods	Desserts, Confections and Snacks	ACC Ballroom Level 3	8620
ips All Natural, LLC	Desserts, Confections and Snacks	ACC Ballroom Level 3	8720
ABC Sales & Marketing	Desserts, Confections and Snacks	ACC Ballroom Level 3	8723
Bitty Foods	Desserts, Confections and Snacks	ACC Ballroom Level 3	9200
BRAMI Beans	Desserts, Confections and Snacks	Hilton Ballrooms	H216
Eat Real Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H500
Yooli Foods*	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hilton Ballrooms	H529
JicaChips*	Desserts, Confections and Snacks	ACC Room 304	H928
New Barn	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1028
Nourish Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H1219
New Grounds Food, Inc.	Desserts, Confections and Snacks	Marriott Ballroom	M415
Smoothie Love	Category	Hall	Booth
Revolution Foods	Shelf Stable: Meals, Soups, Apps and Sides	Arena	188
Suja Juice	Beverages	Hall E	5078
Forager Project	Beverages; Desserts, Confections and Snacks	Hall E	5165
Nature's Earthly Choice*	Beverages	Hall E	5482
Juice Served Here	Beverages	Hall E	5529
Daily Greens	Beverages	Hall E	5647
TruVibe Organics	Beverages	ACC Ballroom Level 3	8908
JUICEOLOGY	Beverages	ACC Ballroom Level 3	9208
Harvest Soul Organic Juices	Beverages	Hilton Ballrooms	H213

Smoothie Love	Category	Hall	Booth
4SOME Health	Beverages	Hilton Ballrooms	H610
BetterBody Foods & Nutrition	Beverages; Shelf Stable: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	Hilton Ballrooms	H915
Purely Inspired*	Beverages	Hilton Ballrooms	H1138
Speed Scratch	Category	Hall	Booth
Suji's Korean Cuisine*	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	119
Luvo Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	168
Good Food Made Simple, LLC	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5079
Saffron Road	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5614
Feel Good Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5719
Crush Foods Service	Condiments, Sauces, Spices	ACC Ballroom Level 3	8332
Star Anise Foods	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8612
Modern Table Meals*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8709
Hak's	Condiments, Sauces, Spices	ACC Ballroom Level 3	9420
Grainful*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H320
Kidfresh	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H807
Rebel Fish*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H838
Smart Soup*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H932
Paul's Quinoa*	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1110
Cafe Spice Global Cuisine	Frig or Frzn: Meals, Soups, Apps and Sides	Marriott Ballroom	M213

APPENDIX

Brand Name	Company Name
Enlightened	Beyond Better Foods, LLC
Grainful	BeetNPath, LLC
Harvest Snaps	Calbee North America, LLC.
JicaChips	Orto Foods
Modern Table Meals	Basic American Foods
Nature's Earthly Choice	Global Juices and Fruits LLC
Paul's Quinoa	Quality Food Group US BV
Purely Inspired	lovate Health Sciences International Inc.
Rebel Fish	Marine Harvest
Smart Soup	Global Gourmet Foods Inc.
Suji's Korean Cuisine	FDNR, Inc.
Super Eats	A&C Snacks LLC
Veggie Fries	Farmwise LLC/Veggie Fries
Veggie-Go's	The Naked Edge, LLC
Yooli Foods	i Snak Corporation

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
Dream Water	Beverages	Hall E	5019
NOA Potions AB	Beverages	ACC Room 303	8045
Lotus Elixirs	Beverages	ACC Ballroom Level 3	8502
Pharmadus, Inc.	Beverages	ACC Ballroom Level 3	8817
REBBL	Beverages	ACC Ballroom Level 3	9219
Napz/NaturallyU*	Beverages	Hilton Ballrooms	H520
Yes CaCao	Desserts, Confections and Snacks	Hilton Ballrooms	H624
Organica	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1100
Quelling Inflammation	Category	Hall	Booth
Temple Turmeric	Beverages	Hall E	5176
Evo Hemp*	Desserts, Confections and Snacks	Hall E	5351
Juice Served Here	Beverages	Hall E	5529
Squarebar	Desserts, Confections and Snacks	Hall E	5690
Purity Organic, LLC	Beverages	Hall E	5887
Lark Ellen Farm, Inc.	Desserts, Confections and Snacks	ACC Room 303	8004
Artisan Tropic LLC	Desserts, Confections and Snacks	ACC Room 303	8022
Pop and Bottle Inc	Beverages	ACC Ballroom Level 3	8323
MatchaBar	Beverages	ACC Ballroom Level 3	8330
Yee-Haw Pickle Company LLC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8614
Solti Beverages	Beverages	ACC Ballroom Level 3	9116
TURVEDA	Beverages	ACC Ballroom Level 3	9122
REBBL	Beverages	ACC Ballroom Level 3	9219

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

Quelling Inflammation	Category	Hall	Booth
Tu Me Beverage Company	Beverages	Hilton Ballrooms	H110
Pok Pok Som	Beverages	ACC Room 304	H313
Siete Family Foods	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H533
Yes CaCao	Desserts, Confections and Snacks	Hilton Ballrooms	H624
Virgin Raw Foods, LLC	Condiments, Sauces, Spices	Hilton Ballrooms	H810
Food Allergies	Category	Hall	Booth
Pascha Chocolate Company	Desserts, Confections and Snacks	Hall E	5187
Freedom Foods	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5379
Amplify Snack Brands	Desserts, Confections and Snacks	Hall E	5406
Super Seedz	Desserts, Confections and Snacks	Hall E	5494
Califia Farms	Beverages	Hall E	5592
Free2B Foods	Desserts, Confections and Snacks	Hall E	5636
Cybele's Free-to-Eat	Desserts, Confections and Snacks	Hall E	5655
Kate Farms	Beverages	Hall E	5682
18 Rabbits	Desserts, Confections and Snacks	Hall E	5715
Don't Go Nuts*	Condiments, Sauces, Spices; Desserts, Confections and Snacks	Hall E	5731
Veggie Fries*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8408
MadeGood Foods*	Desserts, Confections and Snacks	ACC Ballroom Level 3	8809
bRAW bar	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H207
Rule Breaker Snacks*	Desserts, Confections and Snacks	Hilton Ballrooms	H502

Food Allergies	Category	Hall	Booth
Skeeter Snacks	Desserts, Confections and Snacks	Hilton Ballrooms	H602
FreeYumm	Desserts, Confections and Snacks	Hilton Ballrooms	H1130
The a2 Milk Company™	Beverages	Hilton Ballrooms	H1208
Sugar Vilified	Category	Hall	Booth
Blue Green Organics, LLC	Desserts, Confections and Snacks	Arena	109
Nature's Hollow	Condiments, Sauces, Spices	Hall E	5309
Bai Brands, LLC	Beverages	Hall E	5388
Swerve Sweetener	Condiments, Sauces, Spices	Hall E	5399
Angelic Bakehouse	Desserts, Confections and Snacks	Hall E	5489
Lakanto*	Condiments, Sauces, Spices	Hall E	5554
Stur	Beverages	Hall E	5583
18 Rabbits	Desserts, Confections and Snacks	Hall E	5715
Arctic Zero Fit Frozen Desserts (Ice Cream)	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5823
Because Cookie Dough	Desserts, Confections and Snacks	ACC Room 303	8024
Zollipops*	Desserts, Confections and Snacks	ACC Ballroom Level 3	8304
Munkijo*	Condiments, Sauces, Spices	ACC Ballroom Level 3	8508
Froozer*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8823
Health Garden	Condiments, Sauces, Spices	ACC Ballroom Level 3	9223
Addictive Wellness	Desserts, Confections and Snacks	ACC Ballroom Level 3	9419
SugaVida*	Desserts, Confections and Snacks	ACC Ballroom Level 3	9429
Giggle*	Beverages	Hilton Ballrooms	H408

APPENDIX

Brand Name	Company Name
3 Water	EuroVita Corp
Don't Go Nuts	Pinto Barn, INC.
Evo Hemp	Hemp Health LLC
Froozer	Cool Frootz LLC
Giggle	Soul Fizz
Lakanto	Saraya USA, Inc.
MadeGood Foods	Riverside Natural Foods Ltd.
Munkijo	American Originals
Napz	NaturallyU
Rule Breaker Snacks	Pure Genius Provisions
SugaVida	Conscious Food LTD
Veggie Fries	Farmwise LLC/Veggie Fries
Zollipops	Liquid OTC, LLC dba LOL

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	Hall E	5061
Jackson's Honest	Desserts, Confections and Snacks	ACC Ballroom Level 3	8605
Love & Hummus Co.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8717
Sawmill Hollow Family Farm	Condiments, Sauces, Spices	ACC Room 304	9617
Top Line Milk Company	Beverages	ACC Room 304	9659
Know Your Fruit	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H635
Continued Rise of Local	Category	Hall	Booth
GrandyOats	Desserts, Confections and Snacks	Hall E	5061
Vermont Village Applesauce	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5211
Cabot Creamery Cooperative	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides; Meat, Dairy and Cheese	Hall E	5444
Wheat Montana Farm	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5566
Cynara	Condiments, Sauces, Spices	Hall E	5631
Daily Greens	Beverages	ACC Room 303	5647
California Olive Ranch	Condiments, Sauces, Spices	Hall E	5754
Bari Olive Oil Co.	Condiments, Sauces, Spices	Hall E	5762
Enzo Olive Oil Company and P-R Farms, Inc.	Condiments, Sauces, Spices	Hall E	5773
Setton Pistachio of Terra Bella, Inc	Desserts, Confections and Snacks	ACC Ballroom Level 3	5785
Dreaming Cow	Meat, Dairy and Cheese	Hall E	5837
Phin & Phebes Ice Cream	Meat, Dairy and Cheese	ACC Ballroom Level 3	8404
Love & Hummus Co.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8717

* See section appendix for brand name / company name (page 58)

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Natural Products Expo West 2017

Continued Rise of Local	Category	Hall	Booth
Mt. Capra Products	Meat, Dairy and Cheese	ACC Ballroom Level 3	9406
Sawmill Hollow Family Farm	Condiments, Sauces, Spices	ACC Room 304	9617
Top Line Milk Company	Beverages	ACC Room 304	9659
Wilcox Farms	Meat, Dairy and Cheese	Hilton Ballrooms	H214
Authentic Alaska/Dear North*	Meat, Dairy and Cheese	Hilton Ballrooms	H534
Clear Alaskan Glacial Water*	Beverages	Hilton Ballrooms	H538
Green Mountain Creamery*	Meat, Dairy and Cheese	Hilton Ballrooms	H609
Know Your Fruit	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H635
Black Jewell Popcorn	Desserts, Confections and Snacks	Hilton Ballrooms	H934
Hawaiian Ola	Beverages	Hilton Ballrooms	H1010
Humboldt Creamery	Meat, Dairy and Cheese	Hilton Ballrooms	H1214
Seely Mint	Desserts, Confections and Snacks	Hilton Ballrooms	H1231
Getting Crafty	Category	Hall	Booth
Charles Chocolates	Desserts, Confections and Snacks	Arena	101
Spicy Mo's	Meat, Dairy and Cheese	Arena	157
Beer Kissed	Desserts, Confections and Snacks	Hall E	5202
Ginseng Up Corp	Beverages	Hall E	5397
The No-Bake Cookie Co.	Desserts, Confections and Snacks	Hall E	5573
Clearly Kombucha	Beverages	Hall E	5591
LIVE SODA	Beverages	Hall E	5679
Revive Kombucha	Beverages	Hall E	5726
Chameleon Cold Brew	Beverages	Hall E	5794

Getting Crafty	Category	Hall	Booth
CideRoad Organic Switchel	Beverages	ACC Ballroom Level 3	8515
Yee-Haw Pickle Company LLC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8614
SIPP eco beverage co.	Beverages	ACC Ballroom Level 3	9010
Piedmont Candy Company	Desserts, Confections and Snacks	ACC Ballroom Level 3	9213
CB's Nuts Inc.	Desserts, Confections and Snacks	ACC Ballroom Level 3	9300
Addictive Wellness	Desserts, Confections and Snacks	ACC Ballroom Level 3	9419
Lawless Jerky	Meat, Dairy and Cheese	ACC Room 304	9660
Caveman Coffee Co	Beverages	Hilton Ballrooms	H102
Bubba's Fine Foods	Desserts, Confections and Snacks	Hilton Ballrooms	H204
Prop & Peller Pretzels*	Desserts, Confections and Snacks	Hilton Ballrooms	H303
Gary Poppins	Desserts, Confections and Snacks	Hilton Ballrooms	H331
Yooli Foods*	Desserts, Confections and Snacks; Meat, Dairy and Cheese	Hilton Ballrooms	H529
Humm Kombucha	Beverages	Hilton Ballrooms	H806
Fire Cider*	Beverages	Hilton Ballrooms	H817
4th & Heart	Condiments, Sauces, Spices	Hilton Ballrooms	H823
Brew Dr. Kombucha	Beverages	Hilton Ballrooms	H828
SuckerPunch Gourmet, Inc.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H909
Wild Tonic*	Beverages	Hilton Ballrooms	H929
True Jerky	Meat, Dairy and Cheese	Hilton Ballrooms	H1024
Fuller Foods	Desserts, Confections and Snacks	Hilton Ballrooms	H1203
Powell & Mahoney Ltd	Beverages	Marriott Ballroom	M101
The Water Kefir People*	Beverages	Marriott Ballroom	M711

Getting Crafty	Category	Hall	Booth
Kombucha Dog	Beverages	Marriott Ballroom	M811
Opportunity: Shortening the Supply Chain	Category	Hall	Booth
Evolution Salt Co.	Condiments, Sauces, Spices	Hall E	5124
Andrea Milano*	Condiments, Sauces, Spices	Hall E	5330
Biocomercio	Desserts, Confections and Snacks	Hall E	5333
Wheat Montana Farm	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5566
Chia Co, The	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5589
Enzo Olive Oil Company and P-R Farms, Inc.	Condiments, Sauces, Spices	Hall E	5773
Setton Pistachio of Terra Bella, Inc	Desserts, Confections and Snacks	Hall E	5785
Top Line Milk Company	Beverages	ACC Room 304	9659
Superior Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H104
GF Harvest LLC/ Canyon Oats	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H302
Obrigado*	Beverages	Hilton Ballrooms	H427
Opportunity: Collaboration Economy	Category	Hall	Booth
Harmless Harvest	Beverages	Hall E	5171
Jeni's Splendid Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5770
Back to the Roots	Shelf Stable: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Hall E	5798
SaltiSweet Ice Cream Factory LLC	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H220

APPENDIX

Brand Name	Company Name
Andrea Milano	ACETIFICIO A. MILANO SRL
Clear Alaskan Glacier	Alaska Glacier Products LLC
Dear North	Authentic Alaska
Fire Cider	Shire City Herbals
Green Mountain Creamery	Ehrmann Commonwealth Dairy LLC
Obrigado	Aurantiaca USA LLC
Prop & Peller Pretzels	BC International - Prop & Peller
The Water Kefir People	K Brewing Company LLC
Wild Tonic	Sedona Kombucha LLC
Yooli Foods	i Snak Corporation

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
Gimme Health Foods Inc.	Desserts, Confections and Snacks	Hall E	5252
SeaSnax	Desserts, Confections and Snacks	Hall E	5562
Nu Life Market LLC	Shelf Stable: Meals, Soups, Apps and Sides	Hall E	5841
Chapul, INC	Desserts, Confections and Snacks	ACC Ballroom Level 3	9021
Oceans Halo	Desserts, Confections and Snacks	ACC Ballroom Level 3	9202
R.E.A.L. (Raw Energy And Life) Foods	Desserts, Confections and Snacks	ACC Room 304	9623
VIVOO*	Desserts, Confections and Snacks	Hilton Ballrooms	H1033
The Plant Revolution	Category	Hall	Booth
22 Days Nutrition*	Frig or Frzn: Meals, Soups, Apps and Sides; Desserts, Confections and Snacks	Arena	155
Good Karma Foods, Inc.	Beverages; Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5276
Field Roast Grain Meat Co., The	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5344
Upton's Naturals	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5457
Beyond Meat	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5486
Kerbey Lane Cafe	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Room 303	5567
Grunch Foods	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5577
Hodo Soy	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5666
Kate Farms	Beverages	Hall E	5682
Sir Kensington's	Condiments, Sauces, Spices	ACC Ballroom Level 3	5784
Leaf Cuisine, LLC	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8314

* See section appendix for brand name / company name (page 64)

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The Plant Revolution	Category	Hall	Booth
Kite Hill*	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8315
ALOHA*	Beverages	ACC Ballroom Level 3	8517
Massel USA INC	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8824
Five Star Foodies	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Room 304	8912
Three Trees	Beverages	ACC Ballroom Level 3	9001
Hybread*	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 304	9622
CO YO*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H605
Fermalife*	Beverages	Hilton Ballrooms	H633
Veggie Noodle Co.	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H712
Veggemo*	Beverages	Hilton Ballrooms	H716
Heritage Health Food/Kim's Simple Meals	Shelf Stable: Meals, Soups, Apps and Sides; Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H803
Jackfruit Company, The	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H921
Sheese*	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1211
Good Seed	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H1213

APPENDIX

Brand Name	Company Name
22 Days Nutrition	Co.Exist Nutrition Corp
Aloha	Project Healthy Living, DBA ALOHA
CO YO	Los Chileros
Fermalife	Lightman Laboratories Inc.
Hybread	Pure Sense, Inc
Kite Hill	Lyrical Foods DBA Kite Hill
Sheese	Bute Island Foods
Veggemo	Global Gardens Group
Vivoo	Meraviglie Srl

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
SUJI'S KOREAN CUISINE*	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	119
Good Culture	Frig or Frzn: Meals, Soups, Apps and Sides	Arena	199
Dahlicious, LLC	Meat, Dairy and Cheese	Hall E	5166
Temple Turmeric	Beverages	Hall E	5176
Pop Art Snacks/Happy Day Gourment, LLC	Desserts, Confections and Snacks	Hall E	5892
Delighted by Hummus	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Room 303	8046
Primal Essence*	Condiments, Sauces, Spices	ACC Ballroom Level 3	8414
Bandar Foods, Inc.	Condiments, Sauces, Spices; Desserts, Confections and Snacks	ACC Ballroom Level 3	8702
Yoot Tea	Beverages	ACC Ballroom Level 3	8722
Mother-In-Law's Kimchi	Frig or Frzn: Meals, Soups, Apps and Sides; Condiments, Sauces, Spices	ACC Ballroom Level 3	8807
Bitty Foods	Desserts, Confections and Snacks	ACC Ballroom Level 3	9200
Mediterra Co.	Desserts, Confections and Snacks	ACC Ballroom Level 3	9408
Danielle*	Desserts, Confections and Snacks	ACC Ballroom Level 3	9414
Opimus Co., Ltd	Desserts, Confections and Snacks	ACC Room 304	9613
Lawless Jerky	Meat, Dairy and Cheese	ACC Room 304	9660
Humphry Slocombe	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Room 304	9674
Springfield North America Inc	Shelf Stable: Meals, Soups, Apps and Sides	ACC Room 303	H238
Pok Pok Som	Beverages	Hilton Ballrooms	H313
Spiced & Infused	Shelf Stable: Meals, Soups, Apps and Sides	Hilton Ballrooms	H506

* See section appendix for brand name / company name (page 70)

NEXT Trend Guide

Natural Products Expo West 2017

Adventurous Palates	Category	Hall	Booth
Wei Pantry	Condiments, Sauces, Spices	Hilton Ballrooms	H510
Authentic Alaska/Dear North*	Meat, Dairy and Cheese	Hilton Ballrooms	H534
Imuraya USA, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	H1017
Cafe Spice Global Cuisine	Frig or Frzn: Meals, Soups, Apps and Sides	Marriott Ballroom	M213
One Culture Foods	Condiments, Sauces, Spices	Marriott Ballroom	M412
Opportunity: Putting a Face on Our Farmers and Food System	Category	Hall	Booth
Divine Chocolate	Desserts, Confections and Snacks	Hall E	5559
Cynara	Condiments, Sauces, Spices	Hall E	5631
Jeni's Splendid Ice Cream	Frig or Frzn: Meals, Soups, Apps and Sides	Hall E	5770
Setton Pistachio of Terra Bella, Inc	Desserts, Confections and Snacks	Hall E	5785
Maple Hill Creamery, LLC	Meat, Dairy and Cheese	Hall E	5822
Desert Farms	Beverages	ACC Room 303	8035
Sun Fed Ranch*	Meat, Dairy and Cheese	ACC Ballroom Level 3	8301
Cisse Cocoa Company	Desserts, Confections and Snacks	ACC Ballroom Level 3	8326
Safe Catch, Inc	Shelf Stable: Meals, Soups, Apps and Sides	ACC Ballroom Level 3	8819
Once Upon a Farm	Frig or Frzn: Meals, Soups, Apps and Sides;	Hilton Ballrooms	H100
Mavuno Harvest	Desserts, Confections and Snacks	Hilton Ballrooms	H308
Intelligentsia Coffee	Beverages	Hilton Ballrooms	H612
Salty Girl Seafood, Inc.	Frig or Frzn: Meals, Soups, Apps and Sides	Hilton Ballrooms	H933
North Prairie Family Farms	Condiments, Sauces, Spices	Hilton Ballrooms	H1238
Wize Monkey	Beverages	Marriott Ballroom	M202



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