



FREE  
FROM  
FOOD  
EXPO

Food / Ingredients

4-5 JUNE 2015

Barcelona, Spain

## EVENT REPORT

- ✓ Gluten Free
- ✓ Lactose Free
- ✓ Dairy Free
- ✓ Yeast Free
- ✓ Wheat Free
- ✓ Vegan
- ✓ Fat Free
- ✓ Nut Free
- ✓ Soy Free
- ✓ Salt Free
- ✓ GM Free
- ✓ Egg Free
- ✓ No sugar
- ✓ No additives
- ✓ No preservatives
- ✓ No hydrogenated fat
- ✓ ...and many more



PART 1 - INTRODUCTION  
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[WWW.FREEFROMFOODEXPO.COM](http://WWW.FREEFROMFOODEXPO.COM)

# PART 1 - INTRODUCTION

## Introduction

The third edition of Free From Food was held from Thursday 4<sup>th</sup> until Friday 5<sup>th</sup> of June 2015 in Barcelona, Spain.

The most important figures regarding Free From Food 2015 are included in the Event Report. After three editions we are able to present figures compared to other editions. These results are promising for a fourth edition in 2016.

## Market Research

The information in this Event Report comes from questionnaires taken amongst the visitors and exhibitors of this year's edition. Also interviews were taken from founding members, high quality speakers of the conference and well known marketing analysts. The analysis is done with the support of N200, which is an independent market research- and registration center, specialized in exhibitions and events.

## Exhibitor Profile

In total, 157 exhibitors participated at Free From Food 2015. The exhibitors are free-from food manufacturers, wholesalers, distributors, traders and other free-from solution providers who are active in the European free-from market in the following categories:

Gluten free	Lactose free
Dairy free	Yeast free
Wheat free	Vegan
Egg free	Fat free
No sugar	GM free
No additives	And many more

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with buyers, potential buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.

The exhibition is supported by several European Coeliac Societies represented by the Association of European Coeliac Societies (AOECS), informing trade visitors and mobilizing the national free-from business networks. The AOECS organized a pavilion as an umbrella for active national coeliac societies.

## Visitors Profile

In total, 2134 visitors from more than 59 different countries attended the Free From Food Expo 2015.

The exhibition attracts a high quality target group. Visitors are buyers, potential buyers and specifiers from large and smaller Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores and other free-from distribution channels. The visitors are looking for free from food products and solutions.

Entrance to Free From Food / Ingredients Expo 2015 was possible by Pre-registration at the official website [www.freefromfoodexpo.com](http://www.freefromfoodexpo.com), [www.freefromfoodingredients.com](http://www.freefromfoodingredients.com) and through distribution of several printed and digital invitation tickets by the organizer and the exhibitors. Visitors could also make use of on-site registration at the entrance.

# PART 2 - VISITOR ANALYSIS

## Number of Visitors

Thursday 4 June	1163
Friday 5 June	971

Total numbers of visitors 2134\*






\*The number of visitors has not been counted on the basis of the number of visits, but on the number of individual persons. E.g. if one person entered the exhibition twice (on the same day, or another day), this will only count as one visitor.

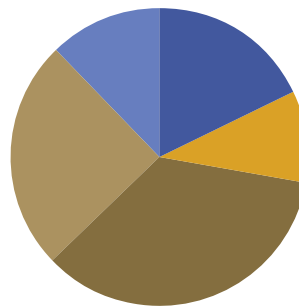
## Countries of Origin

People of 48 different countries attended the event.



Andorra	Estonia	Luxembourg	Spain
Austria	Ecuador	Malta	Sweden
Australia	Finland	Morocco	Switzerland
Belgium	France	The Netherlands	Turkey
Belarus	Germany	Norway	Ukraine
Brazil	Greece	Peru	United Arab Emirates
Bolivia	Hungary	Poland	United Kingdom
Bulgaria	Iran	Portugal	United States of America
Canada	Ireland	Qatar	Venezuela
Chile	Israel	Republic of Korea	Other
Cyprus	Italy	Romania	
Czech Republic	Japan	Russian Federation	
Denmark	Lebanon	Saudi Arabia	
Dominican Republic	Lithuania	Slovakia	

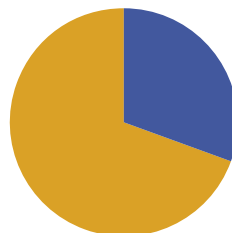
## Question 1: What is your company's main activity?

Import - Export / Trade	18%	
Supermarket / Hypermarket	10%	
Food Manufacturer	35%	
Food Store / Retailer	25%	
Other	12%	



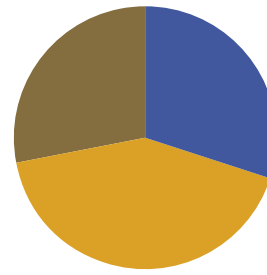
## Question 2: How important is it to your business that you visit the show?

Very important	30%	
Quite important	68%	



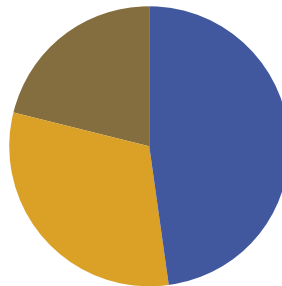
### Question 3: What are the main objectives for attending the event?

Keep up to date with new products	30%	
Meet potential / new business partners	42%	
To have meetings with suppliers	28%	






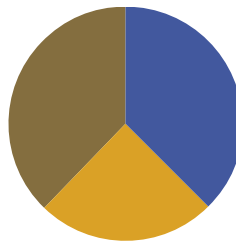
### Question 4: Overall, how well did you meet your objectives?

Completely	48%	
Almost completely	31%	
Partially	21%	






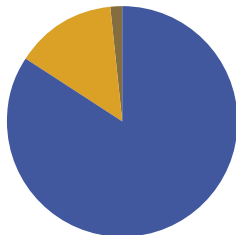
### Question 5: What kind of purchasing role do you have in your company?

Sales responsibility	38%	
Joint responsibility	25%	
Advisory influence	38%	





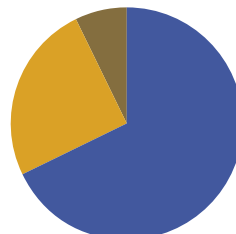
### Question 6: Departments budget curve of the past 12 months.

Increased	59%	
Remained static	10%	
Decreased	1%	



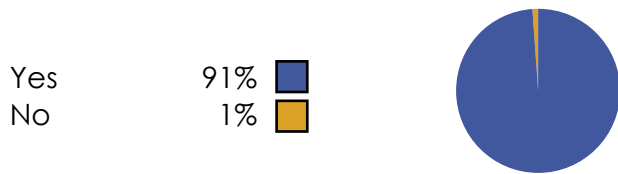
### Question 7: How likely are you to do new business with an exhibitor you met at this event?

Very likely	68%	
Likely	25%	
Unlikely	7%	

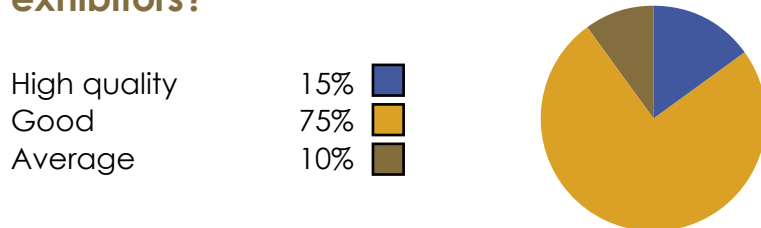


# PART 3 - EXHIBITOR ANALYSIS

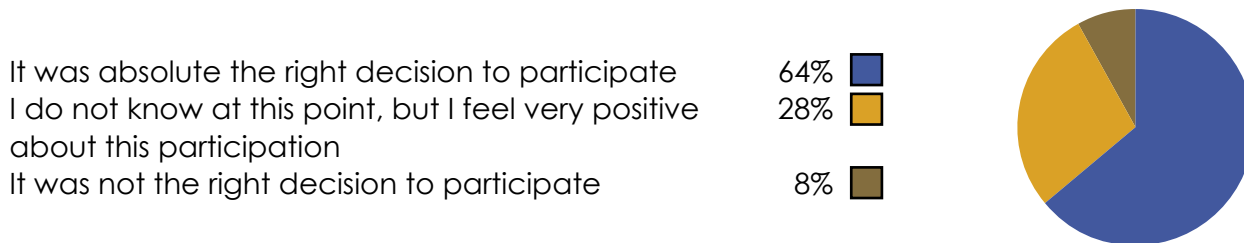
**Question 1: Do you expect to make (more) sales as a result of your participation within the next 6 months?**



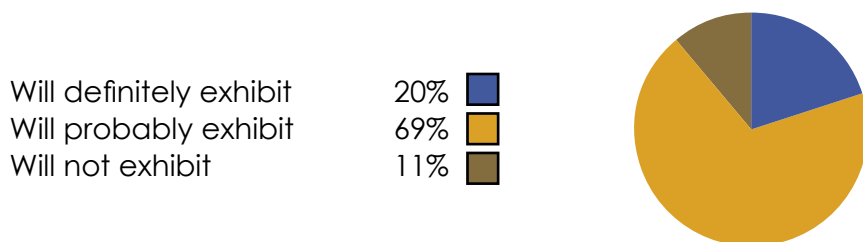
**Question 2: How do you experience the look / quality of the show and its exhibitors?**



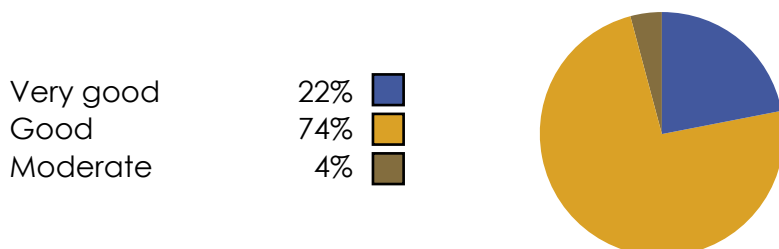
**Question 3: Summing up all the aspects (organisers efforts, your own efforts, quality of the visitors, the business you (might) have generated, etc.) How do you look back on your participation?**






**Question 4: Free From Food/Ingredients 2016 will take place in Amsterdam, 9-10 June 2016 (Trade ONLY). What would you do?**

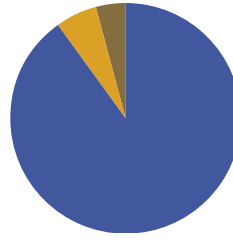


**Question 5: How do you rate the quality of the visitors?**





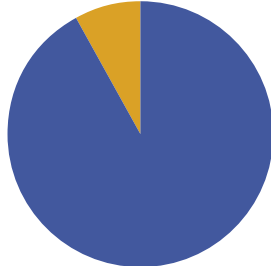
## Question 6: What were your primary reason(s) for exhibiting at the show?

Meeting new prospective customers 90%   
Finding agents / representatives 6%   
Search for wholesalers 4% 



## Question 7: Have you made new business contacts at the show?

Yes 92%   
No 8% 



# QUOTES

**As a final question, we asked our exhibitors to describe the Free From Food / Ingredients Expo 2015 in one sentence.**

“After a great preparations we had a fantastic fair in Barcelona. I will be there in Amsterdam as well!”

**Miran Ice Cones**

“Again it has been a great fair for us. Good variety of visitors!”

**Peaks’s Free From**

“We are very happy to be part of this focused event”

**Jotis**

“Every year this fair keeps developing and getting better! Very good to be here.”

**ABS Foods**

“Great trade fair, worth the investment. I look forward to next year already!”

**Noglut**

“It went really well. High quality of visitors and we will definitely join the show again.”

**Coppenrath**

“We took part in the first edition and we are very happy to be back again. Fantastic event! See you next year in Amsterdam”

**Carmit Candy**

“We are very satisfied. 100% trade visitors of interesting quality. Can we sign up for Amsterdam next year?”

**Mrs. Crimbles**

“It was a GREAT edition, we have been very happy with the show, it was really the right place to meet other gluten free brands, and we had plenty of positive contacts! Now I have a full agenda!”

**Molino Nicoli**



FREE  
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**SEE YOU NEXT YEAR!**  
**AMSTERDAM, THE NETHERLANDS**

**Organiser**

**EXP●) BUSINESS  
COMMUNICATIONS**

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