



2022 Guidebook

Natural Products Expo East

SNEAK PEEK

of first time and hot products exhibitors

Cultural Force: Holistic Health & Wellbeing

Macro Force – Plant Wisdom

Social, environmental, animal welfare, and health concerns have dogged animal-based agriculture. The range of benefits affiliated with plants have emerged as a guiding star of health and wellness in response to consumer concerns associated with meat and dairy products. Natural brands are meeting consumer demand for plants in unique formats or simply finding more opportunities for plant nutrition.

Trends

- **Eat More Plants** | From omnivores to vegans, the goal is to incorporate more nutrient-dense plants in the diet. Brands are creatively catering to picky children avoiding spinach and broccoli, adventurous adults seeking the latest exotic plant superstar or botanical inclusion, and consumers seeking meat and dairy alternatives.
- **Plant-based Ethics** | The ugly side-effects of the livestock industry are drivers for consumers opting for more plants as they either reduce or avoid animal-based foods entirely. But be on the lookout for brands digging into why their ethical plant-hero outperforms other plant-competitors in the battle for most sustainable.
- **Plants Elevated** | When it comes to vegan and vegetarian innovation, the original bar was set low. But gone are the days of bland tofu scrambles and dense bean burgers. Brands are meeting the need for plant alternatives and winning over vegans and flexitarians alike with intense flavor, crunch, umami-like tastes, and gourmet experiences. Soon, there will be no meat or dairy category unreachable by plant delicacies.

Eat More Plants	Subcategory	1 st Time Exhibitor	Trend Innovation
BranchOut	Chips, pretzels & snacks		3 - avocado chips
RISE Brewing Co.	Coffee		1
Big Mountain Foods	Frozen dinners & entrees	Yes	3 - Lions Mane Crumble
Boosh Food Inc	Frozen dinners & entrees	Yes	1
Cosmic Bliss	Ice cream & frozen yogurt	Yes	1
Kokada	Nut & seed butters	Yes	1
Sweet Nothings	Other frozen desserts		1
Edenesque	Plant based milk	Yes	1
Blue Dinosaur	Snack, energy & granola bars		1

Plant-based Ethics	Subcategory	1 st Time Exhibitor	Trend Innovation
RIND	Cheese	Yes	2 - vegan blue cheese
Current Foods	Fish & seafood	Yes	1
The Jackfruit Company	Frozen dinners & entrees		1
Eclipse Foods	Ice cream & frozen yogurt	Yes	1
SweetPea	Ice cream & frozen yogurt		3 - water-efficient chickpeas
Hungry Planet	Other meats	Yes	2- "pork" gyoza
The Very Good Food Company	Other meats	Yes	1
Eat the Change	Other snacks	Yes	3 - Interactive planet challenge
THE NOT COMPANY	Plant based milk	Yes	1
This Pkn	Plant based milk	Yes	2 - water & carbon conscious
Jonathan Sprouts	USDA vegetable	Yes	1

TREND INNOVATION : 1 ← 2 → 3
Innovative Most Innovative

Plant Elevated	Subcategory	1 st Time Exhibitor	Trend Innovation
<u>Fabalish</u>	Dips & salsa		3 - aquafaba dips
<u>Current Foods</u>	Fish & seafood	Yes	3 - plant based "seafood" tuna
<u>CHI Foods</u>	Other meats	Yes	1
<u>The Very Good Food Company</u>	Other meats	Yes	1
<u>Octonuts</u>	Pancakes, waffles, french toast, & crepes		3 - almond pancake mix
<u>THE NOT COMPANY</u>	Plant based milk	Yes	1

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Innovative Most Innovative