



NEXT™

Trend

2022 Guidebook

Natural Products Expo West

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, 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.
- **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, and umami-like tastes.

Eat More Plants	Subcategory	1 st Time Exhibitor	Trend Innovation
Further Food	Anti-aging		2 - mushrooms
Nochtli	Antioxidant supplements		2 - superfoods - prickly pear & nopal
Sideaway	Baking	Yes	2 - convenient plants
for A	Breads & buns		1
Julie's Real Foods, LLC	Cake, cookie & cupcake mixes		1
Pulp Pantry	Chips, pretzels & snacks	Yes	1
Zubiate Foods	Condiments, oils & dressing		1
Snacklins	Confection & snacks	Yes	3 - mushroom, yuca & onion crisp
Sweet Apricity	Confection & snacks	Yes	3 - lily seeds
Amazi Foods	Confection & snacks	Yes	3 - jackfruit
AvoCrazy	Confection & snacks	Yes	3 - avocado puffs
Eat the Change	Confection & snacks	Yes	2 - mushroom jerky
BranchOut	Confection & snacks	Yes	2 - avocado chips
Chef Cristy's Simply Pure Foods	Confection & snacks	Yes	1
Matchaful	Confection & snacks	Yes	1
12 Tides	Confections & snacks	Yes	2 - kelp
Root Foods Co	Confections & snacks	Yes	2
Spudsy	Confections & snacks		1
Craize Corn INC	Confections & snacks		1
Vevan Foods	Dairy		1
Crispy Green, Inc.	Dried fruit, vegetables, nuts		1
Sprout Living	Energy, protein & muscle recovery drinks		2 - superfoods, mushrooms
Four Sigmatic	Energy, protein & muscle recovery drinks		2 - mushrooms
Savorly	Frozen appetizers & hors d'oeuvres	Yes	2 - plant forward
Coconut Bliss	Frozen dairy substitutes		3 - soft serve ice cream mix
WayFare Health Foods	Frozen dairy substitutes		1

TREND INNOVATION : 1 ← 2 → 3
Innovative Most Innovative

Cultural Force: Holistic Health & Wellbeing

Macro Force – Protein Power

Protein is a treasured macronutrient that has remained least unscathed compared to fats and carbohydrates—food villains blamed for all our diet related health issues. As it turns out, consumers are ramping up protein intake for its benefits—sport nutrition, weight loss, satiety, etc. While protein itself remains in demand, it's the type of protein that fosters a riptide of opinions from meat and dairy to vegan and vegetarian. Clean, responsible, and sustainable proteins, are vying for consumer attention.

Trends

- **More Protein Please** | There's been no standard protein limit shoppers follow, and in a carb-wary world, consumers are keen for opportunities to incorporate protein in lieu of carbs and sugar.
- **Responsible Meat & Dairy Protein** | It's no secret, that the egregious side effects of the meat, seafood, and dairy industry is wreaking havoc on our social and environmental conscience prompting consumers to seek brands proving their commitment to producing responsible animal-based proteins.
- **Plant Protein** | There are other sources of protein and the plant-kingdom is full of options with exotic new entrants as well as cleaned-up modifications of legacy heroes like soy and seitan. Consumers are seeking clean plant proteins with other nutritional benefits that are more efficient calorie sources from farm to stomach compared to animal-based products.

More Protein Please	Subcategory	1 st Time Exhibitor	Trend Innovation
NutraCollagen	Specialty formula supplements	Yes	1
Protein2o	Sports drinks		3 - protein water
Wilde Brands	Wholesome snacks		3 - chicken chips
Stryve	Wholesome snacks		1

Responsible Meat & Dairy Protein	Subcategory	1 st Time Exhibitor	Trend Innovation
Further Food	Anti-aging		2 - grass fed, pasture raised
Vital Proteins	Anti-aging		2 - grass fed, pasture raised
Aussie Bubs, Inc.	Baby food shelf	Yes	2 - grass fed
Farmers Hen House, Inc.	Breakfast foods		1
Churn Foods	Butter & spread	Yes	1
Tender and True	Cat food		2 - MSC cert, GAP
Pure Bison Jerky/ Vital Pet Provisions	Cat food		1
Go Roam Free	Confections & snacks	Yes	2 - grass-fed, low stress handling
Wilcox Farms	Eggs & egg substitutes		2 - Mobile Pasture Eggs
Pederson's Natural Farms	Full line		1
Bonafide Provisions	Full line organic		1
Mammoth Creameries	Ice cream & frozen yogurt		1
Zeal Grass Milk Creamery	Milk	Yes	2 - AWA Cert, grass-fed
Force of Nature	Other meats		3 - ruminant grazing on regenerating grasslands is best way to capture atmospheric carbon
Grass Run Farms	Other meats		2 - 100% grass fed and finished beef, that is born, pasture raised, and harvested in the U.S.
Chomps	Other snacks		1
Pasturebird	Poultry, chicken & turkey		2
Naked Truth Premium Chicken	Poultry, chicken & turkey		1

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