



**20-22 November**  
**ExCeL, London**

[www.foodmatterslive.com](http://www.foodmatterslive.com)

## **Dutch Pavilion at 5th Edition, Food Matters Live 2018**

Food Matters Live 2018 is a unique forum dedicated to creating cross-sector connections focused on the future of food, drink and sustainable nutrition.

It is the UK's only cross-sector event which brings together the food and drink industry, retailers, foodservice providers, government and those working in nutrition, health and sustainability.



### **AT A GLANCE**

- Over 16,000 visitors
- 800 exhibitors
- 400 speakers
- 100 free to attend conference and seminar sessions
- International innovations: catering for health and wellbeing – live cooking theatre for international participants
- A unique matchmaking platform including meet the buyer, distributor and educational roundtables

### **ABOUT THE DUTCH PAVILION**

The UK is the 3rd biggest export destination for Dutch agricultural products. 10% of all Dutch agri & food exports go to the UK, for a total value of 8.6 billion euros.

The UK food market offers ample opportunity for Dutch products that help meet challenges around an increasing demand for healthy, tasty and sustainable food through smart technologies. Therefore, at this year's Food Matters Live, the Dutch Pavilion is back to showcase innovative Dutch products that adhere to the highest food standards.

Companies that book a stand in the Pavilion will profit from the shared 'Holland Lounge' provided by the Dutch Embassy and from a complimentary Meet the Buyer package.



## UK Market statistics show high demand for food and drink that serves the health and wellbeing and better-for-you categories.

The UK has 67.6 million consumers, who spend around 203 billion GBP a year on food and drink.

While UK consumers are price-conscious, market research shows a willingness to pay more for premium products.

Demand for innovation is strong, with the UK's 5 largest retailers featuring around 8,500 new products each year, according to market research by Mintel.

### The highest growth areas for UK food and drink:



## Key decision makers from the following organisations attend the exhibition:

### Retailers

- Waitrose
- Sainsbury's
- Tesco
- Wholefoods
- Planet Organic
- Asda
- Holland & Barrett
- Ocado
- Marks & Spencers
- The Co-op
- Revital Health
- Lidl

### Foodservice

- Mitchells and Butlers
- Pret-A-Manger
- ISS Facility Services
- Sodexo
- AMT
- Apetito
- Costa
- Brakes
- Compass Group
- British Airways
- Bidvest
- Leon

### Farm shops, delis and specialists

- Selfridges
- Harrods
- Fortnum & Mason

### Non-food retailer multinationals

- Costa
- Starbucks

### Garden centres

### Health stores

### Forecourts

### Cafés



## Dutch Pavilion: a dedicated showcase of Dutch food & drink

Organised in association with the Dutch Embassy, we will be hosting a unique dedicated pavilion within the exhibition to showcase Dutch natural, organic and nutritious food and drink along with functional supplements to a captive buyer audience from the UK.

### Suppliers of the following categories would be very relevant:

- Healthy snacks and drinks
- Organic products
- Fruit and vegetable ingredients
- vegan products
- Sustainable proteins
- Functional and nutraceutical supplements
- Free-from products
- Natural flavours
- Natural sugar replacers
- Better-for-you products
- Sports nutrition products

### Rates:

- Rate Card – £454 per square metre
- Includes stand area, rear and side partitions, lighting, electrics, carpet, fascia board and exhibitor listing
- Minimum sized stand – 6m<sup>2</sup>
- Free access to Meet the Buyer programme and access to Dutch companies in the Pavilion

