Natural Products Expo West & Engredea Celebrates Largest Event to Date

Natural products community gathers in Anaheim around the big ideas that are feeding innovation

Boulder, CO (March 12, 2018) – The 38th annual Natural Products Expo West & Engredea, the world's largest natural, organic and healthy products event, experienced another record-setting year hosting more than 85,000 attendees including industry pioneers and a new generation of innovators shaping the future of healthy products. The show, produced by New Hope Network, a part of Informa, was held March 7th-11th at the Anaheim Convention Center and brought together 3,521 exhibiting companies, including more than 600 first-time exhibitors.

New Hope Network again increased the event’s campus to encompass the entire Anaheim Convention Center, extending exhibits into the newly expanded North Halls that held over 800 companies. Education sessions and social events were held throughout campus at the Marriott and Hilton hotels, as well as in the Grand Plaza and Arena Plaza.

“The Show provides a fantastic opportunity to connect with fellow retailers, discover great new products, build upon existing relationships and participate in programming that always helps deepen my understanding of some of the most significant issues facing our industry. I always return home with tons of ideas about how to grow my business and improve my product mix. I can’t wait for Baltimore!” said Danielle Vogel, Founder, Glen’s Garden Market.

Natural Products Expo West & Engredea is the preeminent show for spotting trends in the food and CPG industry. New Hope Network’s content and research team tracked the top 10 trends and related products emerging this year in a digital roundup and gallery available at newhope.com.

“The spirit of Expo West has always been innovation. The expansion into the North Halls allows us to support more entrepreneurial brands than ever before. Our education programming is uniting both legacy attendees and first-timers around the future of the industry and its impact on the planet. The conversations happening at Expo West are often catalysts for change well beyond the natural products industry,” said Adam Andersen, Senior Vice President, Events, New Hope Network.

The winner of Natural Products Business School’s Pitch Slam was Dr. Brite. A full list of the winners of the 2018 NEXTY Awards can be found online. This year’s Hall of Legends ceremony, celebrating the individuals who have made significant contributions to the natural products industry, also honored the first NEXTY Gold award winners: REBBL, Lotus Brands and Back to the Roots. New Hope recognized these brands for their innovation, integrity and inspiration – representing the pinnacle of the natural product industry’s future.

The conference featured a robust education program including keynote presentations by award-winning actress, social advocate and mom of three, Jennifer Garner and organic industry pioneer John Foraker, co-founders of Once Upon a Farm; and national bestselling author and internationally recognized expert on food systems, Anna Lappé. The new Esca Bona Story Stage featured keynote speaker Rose Marcario, CEO of Patagonia Inc. and Patagonia Works.
“There’s a lot of exciting news that came out of the show this year, from progress in regenerative agriculture to the social impact goals Once Upon a Farm announced. This is the work that proves what kind of impact the food industry, both big and small, has on the world,” said John Foraker, Co-Founder and CEO, Once Upon a Farm.

New Hope Network and the Climate Collaborative, an initiative of leading organizations, brands, and retailers working together to address climate change, hosted the second annual Climate Day event with featured keynote address by Climate Scientist Katharine Hayhoe of Texas Tech University. The 2018 Expo West education sessions included the first-ever CBD Summit, an in-depth look at the opportunities and challenges that exist for the hemp-derived cannabidiol market; and the Disrupted Retail Summit, a discussion around the changing consumer purchasing habits and opportunities at retail and online.

Natural Products Expo West 2019 will be held March 5th-9th at the Anaheim Convention Center, shifting exhibit halls dates to Thursday through Saturday in the Main Halls and Wednesday through Friday in the North Halls. Natural Products Expo East will take place at the Baltimore Convention Center September 12th-15th, 2018.

New Hope Network will also host the fourth annual Esca Bona conference October 22nd-23rd, 2018 in Austin, TX. Esca Bona gathers together leaders in the industry to discuss how to shape a new path to create a good food future. For more details visit EscaBona.com.

Follow @NatProdExpo and #ExpoWest on Twitter and Instagram, and visit us on Facebook for ongoing conversations.

About New Hope Network
New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission of growing healthy markets to bring more health to more people, New Hope Network helps businesses identify the people, products, partnerships and trends that create better opportunities and connections. For more information visit www.newhope.com.

About Informa
New Hope Network is part of Informa’s Global Exhibitions Division. With over 200 trade and consumer exhibitions annually, Informa Exhibitions is a global market leader in such end markets as Boating, Beauty, Construction & Real Estate, Life Sciences, Maritime, Health & Nutrition, Agriculture and Pop Culture. Through face to face and digital channels, its transaction-oriented exhibitions enable communities to engage, experience and do business. In doing so, Informa brings together people who want to buy and sell, network, do business and gain inspiration. Industry insight, coupled with an innovative and entrepreneurial approach, provides Informa Exhibitions customers and partners with the opportunity to create business advantage and access markets.

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