



Trend Trail: Innovation on the Go

Use me to guide you through the show and discover some of the innovative, on the go products being showcased at IFE 2017.

Pick
me up

Penny MacKintosh, Category Manager at graze, reviews the shift within the snacking category and the growing demand for healthy snacks and food-to-go...

“Consumer demand for healthy snacking is growing rapidly, at 8.1%, which is three times faster than traditional snacking categories. In fact, when we spoke to shoppers to ask them what they look for in their regular grocery shop, **3 in every 5 told us they want to find healthier snacking options.**”

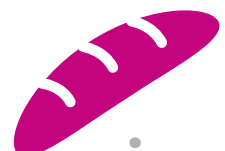
Here at graze we are striving to give consumers the opportunity to make a healthy swap every time they purchase a snack. We are passionate about **making the healthy choice an everyday habit**, which is why we invested in our first ever Out of Home advertising campaign as well as a large scale sampling activation in January, distributing 1 million punnets over London and getting nutritionist-approved snacks into the hands of every 1 in 5 Londoners.

We've recognised a clear consumer shift towards **more natural, wholesome and less processed foods** with positive benefits such as high protein and more fibre. Shoppers are turning to food brands to guide them in their quest to eat more healthily and make better choices, and rightly, they are **not prepared to sacrifice on taste and flavour.**

Our taste experts continue to closely monitor market trends, **combining delicious flavours with wholesome ingredients** to create healthy and exciting snacks that satisfy what shoppers are looking for and that they can feel good about eating. We are dedicated to innovation, as it will continue to fuel the growth in the healthy snacking category. This is why we have some very exciting launches in the pipeline for May 2017, and one of the ways in which we plan to continue to **'make good exciting'** at graze.”

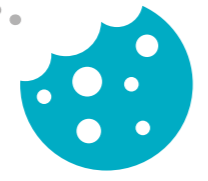
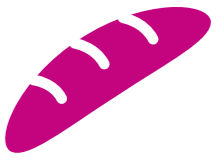
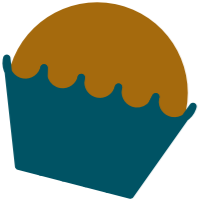


Penny MacKintosh
Category Manager
graze
graze



Floor Plan

Plan your route



Exhibitor	Stand	Pavilion (if applicable)	Section
Vleems Food the Bread Convenience Company	S2220		Meat & Seafood
El Nogal	S2520/d	Peru	Grocery
Gazebo Fine Foods Ltd	S2817		Grocery
Borna Foods Limited	S3014		Grocery
Bell Plantation	S3071		Grocery
Jannis S.A.	S3130		Grocery
Geovita Nutrition S.R.L	S3240/g	Italy (Caselli)	Grocery
Alinap SAP	S3250/s	Peru	Grocery
Oskri	S3515		Grocery
MIKADO Foods (UK) Ltd	S3809		Grocery
Productos Churruca S.A.	S4000		Grocery
Indiana Jerky	S4110		Grocery
GFT Retail (UK) Ltd	S4209		Grocery
Kent Crisps	N3141		Great British & Irish Food
New York Delhi	N3130		Great British & Irish Food
Perry Court Farm	N3038		Great British & Irish Food
Paterson Arran Limited	N3007		Great British & Irish Food
Filberts Fine Foods Ltd	N2939		Great British & Irish Food
Burts Potato Chips Ltd	N2900		Great British & Irish Food
Square Pie	N2825		Great British & Irish Food
Proper Cornish	N2819		Great British & Irish Food
Calbee UK	N2818/a	Welsh Government	Great British & Irish Food
Nibnibs	N2801		Great British & Irish Food
Joe & Seph's Gourmet Popcorn	N2738		Great British & Irish Food
Ashbourne Foods Ltd	N2737		Great British & Irish Food
Troy Foods	N2722		Great British & Irish Food
Salty Dog Crisps	N2702		Great British & Irish Food
Popcorn Shed	N2375		Artisan Market
First Quality Foods	N2531		Health & Wellbeing
Sibberi Tree Water	N2440		Health & Wellbeing
Nairn's Oatcakes Limited	N2431		Health & Wellbeing
LoveRaw	N2427		Health & Wellbeing
Virginia Health Food Ltd	N2302		Health & Wellbeing
JIMMY's UK	N2300		Health & Wellbeing
Mighty Sesame Co	N2230		Health & Wellbeing
The Meat Makers	N2218		Health & Wellbeing
Hangry Food Company	N2264		Producers Market
Yumpa	N2262		Producers Market
James White Drinks Ltd	N2128		Drinks
Uncle John's Bakery	S3125		Bakery
Broghies.com	N1736		Bakery
Foodlink B.V.	N1747		Snacks & Confectionery
Peckish	N1744		Snacks & Confectionery
Lawncourt Harvest Ltd (Munchy Seeds)	N1649		Snacks & Confectionery
PROPERCORN	N1646		Snacks & Confectionery
PRL Enterprises Ltd	N1557		Snacks & Confectionery
Qingdao Wolong International Trade Co., Ltd	N1545		Snacks & Confectionery
Snack Factory	N1540		Snacks & Confectionery
Liberation Foods	N1532		Snacks & Confectionery
Sacoma Global Foods and Innovation	N1448		Snacks & Confectionery
Deliciousideas Food Group	N1440		Snacks & Confectionery
Tandemus	N1703		Ingredients
California Raisins	N1720		Ingredients
Beloved Datelicious Nutrition	N1626		Ingredients
Andes Quality	N1523		Ingredients
Unicorn Ingredients Limited	N1420		Ingredients