



11-12 May 2025 | ExCeL London

The home of **organic, natural & speciality** food & drink

Natural Food Expo has been at the heart of the natural, organic, and specialty food industry for nearly 30 years. It's the only UK show dedicated to the sector. We pride ourselves on our long-standing relationships with both independent and large retailers. It's the **essential** trade show for food and drink buyers both in the UK and overseas.

Continuous growth

in the market for natural food & drink, healthy snacking and functional foods

UK Organic market worth
£3.1 billion
(over £8.5 million a day)
*Soil Association

89% of UK consumers

say sustainability is important to them
*NielsenIQ 2023

87% of exhibitors

say the show is vital to their business

“NOPEX is fantastic. It's amazing to make connections with people that we've known for a long time, but to also build new relationships with new players, markets, and participants in the industry.”

WHOLE FOODS
MARKET

COMPANIES YOU WILL MEET:

Abel & Cole Ltd | Aito | **Better Foods** | Carnival Cruises | **Carrefour UAE** | CLF Distribution | **C N Foods Distribution** | Country Life | **Daylesford Organic** | Epicurean Fine Foods | **Eco warehouse BV** | Gate Group | **Harvey Nichols** | Hilton Hotels | **Holland & Barrett UK, The Netherlands & UAE UK** | Horans Health Store | **Hunts** | Independent Ireland | **Infinity Foods** | John Lewis Partnership - Waitrose Ltd | **Londis Supermarket** | Lidl Sweden | **Minecofoods Sweden AB** | Moorey's | **MSC Cruises** | National Trust | **Natur-Import AS** | Nordic Premium Denmark | **Ocado Retail** | Oliver's Wholefoods | **Planet Organic** | Queenswood | **Scoop Wholefoods Singapore** | Sodexo | **Suma Wholefoods** | Sunkost | **Supercity** | Tesco Stores | **TJX EUROPE** | TK MAXX | **Whole Foods Market**

THE NUMBERS THAT DELIVER BUSINESS

6210	TOTAL ATTENDEES
87%	OF VISITORS AUTHORISE OR INFLUENCE PURCHASING
900+	HOSTED UK AND OVERSEAS BUYERS
72+	VISITING COUNTRIES
30	INDUSTRY SPEAKERS
28	YEARS OF GROWING THE NATURAL & ORGANIC INDUSTRY

PACKAGE	COST
Shell Scheme Inline	£536/sqm
Shell Scheme Corner	£623/sqm
Space Only	£562/sqm
Launch Pad*	£1608

*NEW EXHIBITORS ONLY, LIMITED AVAILABILITY, CRITERIA APPLIES

Over 50%
of exhibitors
have rebooked
for 2025!

www.naturalproducts.co.uk/natural-food-show

For more information, contact the team today!



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   #NOPEX

PART OF
**natural
& organic**
PRODUCTS EXPO

Visitor Testimonials

“It’s just such a lovely event that brings together small suppliers. I think we’re definitely in a growth period, particularly on food right now. So it’s brilliant to start talking to suppliers at that infancy stage, so we can learn from them, grow with them, hopefully gain them their first mass listing on the UK high street. It’s a brilliant two days for us!”

RACHEL CHATTERTON, HEAD OF PRODUCT DEVELOPMENT - FOOD AND BEVERAGE, HOLLAND & BARRETT

“We’ve come here and we’ve sourced products that we couldn’t source in Ireland and it benefits our stores, because I look for exclusivity in certain stores. Natural and Organic Products Europe is amazing!”

SANDRA BREEN - HORN HEAD STORES (INDEPENDENT RETAILER)

“As a buyer we see many new products come into our inbox. I wish I could spend all my time replying to brands, so it’s really nice to be here meeting the brands altogether. There’s an unbelievable energy and feeling of community here are all under one roof.”

SOPHIE DAVIES, HEAD OF FOOD AT PLANET ORGANIC

“It’s the annual gathering where you can do great networking and have conversations that you probably needed to have ages ago. The show has provided a vavavoom of energy for the industry, which has been great!”

PHIL HAUGHTON, FOUNDER OF BETTER FOOD



Exhibitor Testimonials

“It provides super clear market research combined with practical leads. I learnt which products the market needs by speaking with many store owners. It also set the base for a wider distribution, as a lot of new customers will now start supplying our products. The whole industry is present - I have already booked for next year!”

THIERRY NOESEN, FOUNDER, BELVAS

“It’s a show that covers all bases. So, you get exposed to international business if you want to expand overseas, and you meet some great distributors in other countries too. For the UK, you meet everyone from your independent retailer to your Holland and Barrett’s and everything in between. They come here just because they are purely focused on natural products. If there’s one show to increase your B2B footprint, it’s definitely this one.”

CARLO BUCKLEY, MANAGING DIRECTOR, CBDFX

“We had so many positive upbeat conversations from buyer and suppliers alike at Natural & Organic Products Europe. In a world of worry, the vibe and engagement at the show proves things are changing.”

DAVE CHRISTIE, FOUNDER OF TAKE ON GOLIATH.

“Thank you for giving us this guaranteed opportunity to present our products to Whole Foods Market UK. This is a very exciting opportunity for us, especially as a startup company, interested in promoting natural and sustainable vegan products.”

SUBO GILL - PURE PLANT FOODS