



2023 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 or botanical inclusion, 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. But be on the lookout for brands digging into why their ethical plant-hero outperforms other plant-competitors in the battle for most sustainable.
- **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, umami-like tastes, and gourmet experiences. Soon, there will be no meat or dairy category unreachable by plant delicacies.

Eat More Plants	Subcategory	1 st Time Exhibitor	Trend Innovation
Hail Merry	Cakes, cupcakes, snack cakes		1
Lively Up Your Breath, LLC	Chewing gum & mints		2 - chlorophyll
Nature's Eats	Chips, pretzels & snacks		1
I amaranth	Chips, pretzels & snacks		1
BranchOut	Chips, pretzels & snacks		3 - avocado chips
Hardbite	Chips, pretzels & snacks		1
Frooze Balls	Cookies & biscuits		1
Snow Days	Frozen appetizers & hors d'oeuvres		2 - hidden fruits & veggies
CLO-CLO VEGAN FOODS, LLC	Frozen dinners & entrees	Yes	1
Big Mountain Foods, Ltd.	Frozen dinners & entrees		3 - lion's mane crumble
KIDFRESH	Frozen dinners & entrees		1
Sprout Living	Herbal supplements		1
Diana's	Ice cream & frozen yogurt	Yes	1
Cosmic Bliss	Ice cream & frozen yogurt		1
True Made Foods	Ketchup, mustard, bbq & cheese sauce		2 - hidden veggies
Mighty Yum	Lunch snacks & combinations	Yes	3 - plant-based kids lunchkits
PlantFusion	Meal replacement supplements		1
NuttZo	Nut & seed butters		1
Kokada	Nut & seed butters	Yes	1
Sweet Nothings	Other frozen desserts		1
RIND Snacks	Other snacks		3 - rind-on fruit for greater nutrition
Lattini, Inc.	Plant based milk	Yes	3 - sunflower seed milk
Zero Knowledge	Snack, energy & granola bars	Yes	1
Bearded Brothers	Snack, energy & granola bars		1
Plant Alternative Ltd.	Vegetarian frozen meats	Yes	1
Watermelon Road	Wholesome snacks		3 - watermelon jerky

TREND INNOVATION : 1 ← 2 → 3
Innovative Most Innovative

Plant-based Ethics	Subcategory	1 st Time Exhibitor	Trend Innovation
Hooray Foods	Bacon, sausages & ribs		1
Glenda's Farmhouse	Bacon, sausages & ribs		3 - walnut-based meat crumble
Moku Foods, Inc.	Bacon, sausages & ribs	Yes	1
WayFare Health Foods	Butter & spread		1
Katjes USA Inc.	Candy	Yes	1
Good PLANeT Foods	Cheese		1
Kibo Foods	Chips, pretzels & snacks		1
Cool Beans	Frozen dinners & entrees	Yes	1
Wholly Veggie	Frozen dinners & entrees		1
NFA Foods	Frozen fish & seafood		2 - "shrimp" mac n cheese bowl
Future Farm	Frozen patties & burgers		1
incredible eats	Kitchen supplies		2 - fighting ocean plastic
Finally! Chickpea Snacks	Nut & seed butters		1 - chickpea cookie butter
The Very Good Food Company Inc.	Other meats		1
Eat the Change	Other snacks		3 - planet challenge downloadable calendar, grants for climate friendly foods
Ocean's Halo	Other snacks		1
Trutana Foods, Inc.	Pancakes, waffles, French toast & crepes	Yes	1
ZENB	Pasta by shape & type	Yes	1
Plant - It	Plant based meat		1
Ripple Foods	Plant based milk		1
Lechia	Plant based milk		1
THIS PKN	Plant based milk	Yes	2 - water & carbon conscious
Minor Figures	Plant based milk		1
THE NOT COMPANY	Plant based milk		1
Naturli' Foods A/S	Plant based milk		2 - "do not call me m_lk" is the name of this milk alt (soy, rice, oats, almonds)

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Innovative Most Innovative