

Natural Products Expo West & Engredea Celebrates Largest Event Yet Predicts the Macro Trends for Natural, Organic and Healthy Products

Boulder, CO (March 13, 2017) – The 37th annual [Natural Products Expo West & Engredea](#), the world's largest natural, organic and healthy products event, experienced another record-setting year playing host to more than 80,000 attendees including industry pioneers and a new generation of innovators shaping the future of healthy products. The show, produced by [New Hope Network](#), was held March 9th-13th at the Anaheim Convention Center and brought together 3,100 exhibiting companies, including more than 500 first-time exhibitors.

“We love the energy and excitement at Natural Products Expo West. This is the perfect event to launch a product because the key decision makers are in the same place. We’ve secured several placements for our new Sticky Rice Chips this week and are thrilled about the momentum coming out of the show,” said Vincent Kitiratragarn, Founder and CEO of Dang Foods.

New Hope Network again expanded the event’s footprint to encompass the entire Anaheim Convention Center campus expanding exhibits into the Anaheim Marriott Hotel for the first time. Producers look forward to hosting exhibits in the newly expanded North Hall at the 2018 event.

“Each year, longtime attendees band together with first-timers to push the natural products industry to new heights. We quickly see its impact as groundbreaking new healthy products show up on store shelves across the country,” said Adam Andersen, Managing Director, New Hope Network.

Natural Products Expo West & Engredea is the preeminent show for spotting trends in the food and CPG industry. The content and research team at New Hope Network tracked the following macro forces and consumer trends this year: 1) An Erosion of Trust, 2) A Climate of Change, 3) Prioritizing Health, and 4) Consciousness Rising. For examples of related trends and exciting new products that support each trend visit the [online gallery at newhope.com](#).

The official Natural Products Expo West “Best of West: Press Award” went to SeaSnax for their SeaSnax Chomperz. Runners-up included Good Karma Foods and The Happy Egg Co. The winner of Natural Products Business School’s Pitch Slam was LoveTheWild. A full list of the winners of the 2017 Natural Products Expo West & Engredea NEXTY Awards, representing what tomorrow’s healthy living landscape will look like can be [found online](#).

The conference featured a robust education program including keynote presentations by Denise Morrison, President and CEO of Campbell Soup Company and Doug Rauch, Founder and President of Daily Table and former President of Trader Joe’s. This year, Expo West & Engredea introduced the inaugural [Climate Day](#) event, hosted by New Hope Network and the [Climate Collaborative](#), an initiative of leading organizations, brands, and retailers to raise our game in addressing climate change. Climate Day featured a keynote address by environmentalist and entrepreneur Paul Hawken, author of seven books including four *New York Times* bestsellers.

[Natural Products Expo East](#) will take place at the Baltimore Convention Center September 13th-16th, 2017. New Hope Network will also host the third annual Esca Bona conference October 16th-18th, 2017 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.

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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.

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