

35% of Food & Drink Businesses Impacted by Plant-Based Trend

According to new research from IFE

Plant-based food and veganism, the free-from movement and booze-free beverages have been identified as the top three trends which impacted food & drink businesses in 2018¹, according to new research by The International Food & Drink Event (IFE).

The research, which surveyed members of the UK's leading and largest food & drink event network, also revealed that plant-based eating, sustainable packaging, gut-friendly foods and sugar-free are the most prominent trends businesses are looking to leverage in 2019² – demonstrating the influence consumers' growing interest in health & wellbeing is having on the sector.

Buyers with an appetite for the latest food & drink trends, will be able to tap into the most up-to-date innovations and insights at IFE 2019 – taking place at ExCeL London 17-20 March.

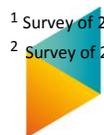
Prominent experts from the food & drink industry, including leading plant-based influencers, will take to the Talking Trends stage throughout the four-day event to share their experiences, opinions and predictions. The impressive line-up includes Maria Antidormi, Insight Consultant at Anima Insight; Al Overton, Senior Buyer at Planet Organic; Derek Sarno, Director of Plant-Based Food Innovation at Tesco; and James Hacon, Managing Director of Think Hospitality.

Taking the exploration of up-and-coming food & drink trends to the next level and providing a Taste of Tomorrow, is the Tasting Trends area. New to IFE 2019, the multi-sensory experience will take visitors on a culinary journey as they see, smell and taste the food & drink that will be shaping the future of the industry.

While plant-based food remains the hottest topic, other trends on the menu include those that promote good gut health (fermented foods), food with good fats (Omega 3), foods that relieve stress (vitamised juices), the new stronger spicy flavours coming through in snacks and confectionery, and a closer look at why the proportion of Brits drinking alcohol is at its lowest.

¹ Survey of 216 members of the IFE network, December 2018

² Survey of 216 members of the IFE network, December 2018



To delve even deeper into the trends shaping the industry's future, back by popular demand are the Trend Trails. Designed to help visitors navigate their way around the event one key insight at a time, the Trends Trails will visit some of the most progressive brands in the plant-based, food to go, private label, circular brands and global innovations movements.

Speaking about this year's trends line up, Soraya Gadelrab, Event Director for IFE, said: "We have brought together a truly fantastic line-up of experts for next year's event, to offer buyers the most up-to-date intel on the changing food & drink landscape and provide inspiration, ideas and tools to help businesses tap into upcoming trends. It's a must-visit for anyone looking to grow their business in 2019 and beyond."

The food & drink industry's biggest event of the year, IFE 2019 has garnered interest from some of the sector's leading brands, with exhibitors including Cheatless protein bars, Eaten Alive fermented foods, Evoca Drinks premium soft drinks, Gato & Co plant-based indulgent treats and Meet The Jackfruit health supplements, to name but a few.

The biennial event provides both British and international suppliers with the rare opportunity to meet and connect with top retail, wholesale & distribution, import & export and foodservice & hospitality buyers all under one roof. With 1,350 innovative, global and cutting-edge food & drink manufacturers attending from 111 countries, IFE 2019 is one of the only places to experience the best of the what the food & drink industry has to offer across the globe.

Co-located with Pro2Pac, the complete processing & packaging event for the food & drink industry, the joint festival will provide a comprehensive snapshot of the food & drink industry, making it a calendar highlight for all forward-thinking companies.

For more information on IFE 2019 and to register for free, please visit: www.ife.co.uk

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For further information, contact Brodie Farrow on 0117 973 3300 or ife@speedcomms.com or visit www.ife.co.uk

Notes to Editors

About IFE 2019

The International Food & Drink Event (IFE) is the UK's leading and largest food & drink industry event, taking place 17 – 20 March 2019 at ExCeL London.

Featuring 1,350 exhibitors, it is a celebration of innovative, global and cutting-edge food & drink manufacturers.



IFE 2019 marks the event's 21st edition and will provide buyers with the chance to discover emerging trends; meet with thousands of international, future-focused producers and brands; and hear inspiring and thought-provoking talks from key figures across the food & drink industry.

This biennial event is co-located with Pro2Pac, the complete processing & packaging event for the food & drink industry.

For more information, please [visit the IFE website](#).