



PRESS RELEASE

13 February 2019

BIOFACH and VIVANESS 2019: World's Leading Trade Fair BIOFACH launches 30th anniversary with 2,989 exhibitors

- Combined BIOFACH and VIVANESS 2019 trade fair set to welcome 3,273 exhibitors
- BIOFACH trends: vegetarian/vegan, protein products, convenience and zero-waste products
- VIVANESS trends: probiotic cosmetics, Nordic beauty and zero-waste products

The combined BIOFACH and VIVANESS trade fair is set to attract no less than 3,273 exhibitors to Exhibition Centre Nuremberg from 13-16 February 2019 – 284 of them to the International Trade Fair for Natural and Organic Personal Care. BIOFACH is celebrating its 30th birthday in 2019 and is breaking new records with an exhibitor total of 2,989. This time round, the exhibitors are travelling to the annual gathering from the largest number of countries ever, namely 95. Botswana and the Comoros will be making their debut at BIOFACH, while the Philippines and Serbia will be represented for the first time at VIVANESS. The latest trends at The World's Leading Trade Fair for Organic Food include vegetarian and vegan nutrition, protein products, convenience food and zero-waste products. And at VIVANESS, the latest trends include probiotic cosmetics, Nordic beauty and also zero-waste products.

Petra Wolf, Member of the Management Board of NürnbergMesse: "We are looking forward to a special round of BIOFACH. For its 30th anniversary, the World's Leading Trade Fair will be more international and diverse than ever. At BIOFACH alone, 2,989 exhibitors from 95 countries will showcase an incomparable variety of products over the four days of the fair. The more than 50,000 expected trade visitors can also look forward to a great deal of inspiration on trending food and other products. The BIOFACH Congress is a venue for discussion of the issues currently affecting the sector. As well as being a source of in-depth



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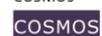


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knowledge and information, the congress is an ideal dialogue platform and offers numerous networking opportunities. Its main theme this year is 'The organic system – healthy in a holistic approach'."

BIOFACH trends: vegetarian/vegan, protein products, convenience and zero-waste products

The trends at this year's BIOFACH include vegetarian and vegan nutrition, protein products, convenience and zero-waste products. Vegetarian and vegan products continue to be a significant trend that is also reflected at the BIOFACH Novelty Stand. Alongside traditional vegan ingredients like soy, products based on cashews, almonds or peas are also proving popular with consumers. Protein-containing foodstuffs are also very popular, whether they come in the form of oils, bars, spreads or shakes. Another sustained trend is for uncomplicated meals that are quickly prepared. Convenience products are now an integral part of the range offered by the organic segment. This notwithstanding, more and more consumers are also focusing on "external values", i.e. the product packaging. Innovative packaging, just like the "unpackaged" concepts under the category "zero-waste", is a significant issue in the sector and one that experts believe will continue to gain in importance.



Also trending are turmeric and other exotic flavours as well as kimchi, the lactic fermented vegetable typical of Korean cuisine.

Creating inspiration together – start-ups meet pioneers

BIOFACH and VIVANESS stand for organic tradition and innovation and bring together the entire sector, from pioneers and trailblazers to newcomers and start-ups. In this way, they map all the inspiring diversity of the international organic market and impress visitors every year with a wealth of new products.

This year, for example, there are 696 registered innovations waiting to be discovered at the two Novelty Stands at BIOFACH (541) and VIVANESS (155). During the event, trade visitors take part in the annual voting process to decide the winners of the Best New Product Awards at the combined trade fair.



Award ceremonies: **Best New Product Awards VIVANESS:** Friday, 15.2.2019, 13:15-14:00, Novelty Stand VIVANESS 7A-655; **Best New Product Awards BIOFACH:** Friday, 15.2.2019, 14:30-15:15, Novelty Stand BIOFACH 8-505.

25 new discoveries from the “Start-up Kitchen”: At BIOFACH 2019, 25 newcomers and start-ups will present their companies at the “Innovation made in Germany” Pavilion subsidised by the German Federal Ministry for Economic Affairs and Energy. Another 10 “young innovative companies” will showcase inspiring beauty products at VIVANESS this year. At the special show Breeze, a further 24 companies will present their inspiring natural and organic cosmetic products.



Vegetarian/vegan, gluten and lactose-free, raw foods, out-of-home catering and raw materials well represented

Vegetarian and vegan products are making an impressive appearance at BIOFACH 2019, not just at the Novelty Stand and Experience the World of VEGAN. This range is one of the dynamic, constantly growing segments at the World’s Leading Trade Fair for Organic Food. A total of 1,245 exhibitors (vegetarian) are presenting their offerings, while 1,345 are launching in the vegan segment. It is also worth noting the number of exhibitors specialising in gluten-free and lactose-free (1,200 and 890 respectively) products and the “Raw” segment (561). In addition, the out-of-home and mass catering segment is also gaining in importance (432 companies with a corresponding range of products). The growing number of companies from the organic raw materials sector is also quite impressive (421).

360° perspective on the organic sector: diverse range of organic food from all over the world

BIOFACH showcases a very diverse range of organic food from all over the world. The VEGAN, WINE and OLIVE OIL segments have their own “Experience the World of...”. As well as product presentations, each area offers tastings and a specialised supporting programme. At Experience the Worlds of WINE and OLIVE OIL, there are also prizes to be won. The finest products will receive the MUNDUS VINI BIOFACH, the international organic wine award (presentation on Thursday, 14.2.2019, 15:00, Hall 7, Stand 7-841) and the Olive Oil Award (presentation on Friday, 15.2.2019, 15:00, Hall 4, Stand 4-149).



The diversity of organic products also takes centre-stage at the various BIOFACH networking hubs, which are special shows, each with a thematic focus: “Future Generation”, “Fachhandelstreff”, “Initiatives and NGOs” and “Organic right from the start”. The special display area for organic cultivation and breeding celebrated its premiere in 2018. It has grown to 20 exhibitors in 2019 and shows the importance of this issue for the entire sector.

BIOFACH and VIVANESS Congress: knowledge-sharing, networking and shaping the future

The BIOFACH and VIVANESS Congress is the biggest international congress for the organic food and natural and organic cosmetics sectors. With 130 high-quality sessions led by high-calibre presenters in six forums, the congress invites exhibitors and visitors once again to discuss and help shape the future in 2019. The main congress topic is: “The organic system – healthy in a holistic approach.” In this context, the connection between organic food and health in a holistic sense will be put under the spotlight, and so the congress will cover topics like biodiversity, soil health, clean water, robust plants, animal welfare and nutritional choices.

BIOFACH and VIVANESS 2020: organic food and natural and organic cosmetics on an even bigger display area

Once the fair is over, the next one begins. Or, even better: Once this fair is over, the next round of the combined fair begins. We already know that in 2020 both BIOFACH, the World’s Leading Trade Fair for Organic Food, and VIVANESS, International Trade Fair for Natural and Organic Personal Care, will be bigger than before. Based on a growing need for space, VIVANESS is moving into the new Hall 3C (opened in 2019). BIOFACH is also expanding and moving into Halls 7A (home of VIVANESS until 2019) and 3A. Halls 3A and 3C are NürnbergMesse’s most modern halls. Not only is their design technologically and logistically superlative, but they are also the architecturally unique creations of Zaha Hadid Architects.

Nürnberg, Germany 13. – 16.2.2019

BIOFACH2019 **VIVANESS**2019
into organic into natural beauty



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