

Nürnberg, Germany 14.– 17.2.2018

BIOFACH2018

into organic



BIOFACH 2018:

Experience the World of VEGAN at the World's Leading Trade Fair for Organic Food

In February 2018, BIOFACH and ProVeg are laying on the VEGAN World of Experience, an area at BIOFACH that focuses exclusively on the vegan diet, for what will already be the fourth time.

Sebastian Joy, ProVeg's CEO, said: "In the eyes of many consumers, organic food and the vegan diet simply go together. The VEGAN World of Experience presents a wide range of products that fit into the plant-based lifestyle, and the concept has been very popular with visitors over the last few years. In 2018, the area is moving into the international hall, hall 4A, for the first time, and its exhibitors and programme items will also be very international. This development makes perfect sense given the transnational basis of ProVeg, which was formerly Vegetarierbund Deutschland. The VEGAN World of Experience will be open throughout the 29th BIOFACH, the World's Leading Trade Fair for Organic Food, which takes place from 14 to 17 February 2018. ProVeg has designed VEGAN World of Experience in cooperation with NürnbergMesse, BIOFACH's organizer. In 2017, the trade fair was attended by over 51,453 trade visitors from 129 countries and by 2,793 exhibitors.

Cooking shows, presentations and discussions between experts

Experience the World of VEGAN, whose content is being determined by ProVeg, will cover approximately 600 square metres and showcase innovative products and the full range of the organic vegan diet. Its exhibitor stands will be accompanied by an extensive show and presentation programme. Chefs will be offering retailers and HORECA establishments ideas and inspiration through cooking shows and tasting sessions. Mr Joy said: "The cooking shows provided by stars of the vegan cooking world also make the Experience the World of VEGAN worth visiting from culinary perspective. The supporting programme will include discussions between experts and snap talks as well. All in all, the World of Experience is an excellent opportunity for high-level discussions and B2B networking." In addition, ProVeg will be presenting its brand ProVeg Food Services and the V-Label quality seal to visitors.

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What: Experience the World of VEGAN at BIOFACH 2018

When: 14 – 17 February 2018

Where Stand 4A-100 in hall 4A at the Exhibition Centre Nuremberg

Tickets: www.biofach.de/en/visitors/tickets/ticketshop

Click here to view the Experience the World of VEGAN **programme:**

<https://www.biofach.de/en/events/2/erlebniswelt-vegan/639272>

You'll find photos and further information on BIOFACH and the VEGAN World of Experience in the newsroom at www.biofach.de/en/news.

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