

Health & Wellness Program

Delivering Today's Fastest Growing Trends

Organic ■ Specialty ■ Multi-Cultural ■ Health & Wellness



Expo Comida Latina
THE BUSINESS OF HISPANIC FOOD & BEVERAGE



ALL ASIA FOOD
THE BUSINESS OF ASIAN FOOD & BEVERAGE

Chicago, June 16-18, 2009

■ Conference: June 16 - 18, 2009 ■ Trade Show: June 17 - 18, 2009

■ Lakeside Center, McCormick Place

Presented by:
Organic
Trade Association

Produced by:
diversified
BUSINESS COMMUNICATIONS

NEW for 2009!

health & wellness PROGRAM

In partnership with:

**PROGRESSIVE
GROCER**
AHEAD OF WHAT'S NEXT

Health & Wellness Pavilion

This new pavilion adds health and wellness products to the already strong lineup

of organic, multi-cultural and specialty products on display at these co-located events. Buyers in retail, foodservice, distribution and manufacturing will find products to help them stay competitive in the changing landscape of food consumption in North America.

Retail sales within the US consumer packaged goods health and wellness industry reached \$102.75 billion in 2007, representing growth of 15% over 2006.* Retailers, foodservice professionals and manufacturers are responding by boosting offerings of products in the Allergen-Free, Nutritional Foods, Natural Products, Functional Foods and Personal Care categories. Featuring the latest product introductions, the Health & Wellness Pavilion will attract buyers interested in these high-performing retail segments.

*Natural Marketing Institute



www.organicexpo.com
www.expocomidalatina.com
www.allasiafood.com
www.progressivegrocer.com
www.ota.com



Product Categories

featured in the Health & Wellness Pavilion

- Allergen-Free
- High Fiber
- Whole Grain
- Whole Foods
- Natural Products
- Functional Foods
- Personal Care & Supplements

Products displayed in the Health & Wellness Pavilion include food products and non-food products in the following categories: Allergen-Free, High Fiber, Whole Grain, Whole Foods, Natural Products, Functional Foods, Personal Care & Supplements. Food product screening will reference FDA labeling guidelines. Non-food products should contain ingredients generally recognized as safe (GRAS) by Food and Drug Administration (FDA) when used in accordance with FDA's good manufacturing practices (GMP) and contains no residues of heavy metals or other contaminants in excess of tolerances set by FDA or EPA.

Featuring a Content-Rich Conference Program

In partnership with: **PROGRESSIVE GROCER** nielsen

The Health & Wellness Conference, produced in partnership with Progressive Grocer Magazine and Nielsen Business Media, will focus on retail trends, consumer nutrition trends, health needs and personal care as it relates to health and wellness. Progressive Grocer's retail market expertise, backed by the research and data analysis of Nielsen, will add a unique benefit to the co-location. This unique partnership gives retail buyers first-time access to content-rich education and trend analysis.

The conference program will tackle topics such as:

- Merchandising Best Practices
- Educating Consumers On Wellness
- A Look At In-Store Nutrition Guides
- Marketing To Ethnic Groups
- Merchandising For Health Conditions such as food allergies and diabetes
- Incorporating HBC such as vitamins and fitness related products into an overall wellness program



The Health & Wellness Conference will give buyers attending the trade show a resource to identify and anticipate the key trends and growth opportunities shaping this market. Buyers registering to attend the conference will also have access to the trade show floor.

For more information on exhibiting in the Health & Wellness Pavilion

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