



Major new healthy food launches planned for Gulfood as sector's Mena growth set to outstrip global average

Region's health, wellness & free-from food sales to rise seven percent by 2023, says Euromonitor.

Major new healthy food launches are being lined up by exhibitors at Gulfood – the world's largest annual food and beverage trade exhibition – which marks its 24th edition at Dubai World Trade Centre (DWTC) from February 17-21, 2019.

Buoyed by a significant trend in mindful eating, exhibitors are preparing to launch new products - many of which are free from gluten and dairy - with significant health and wellness benefits. The health-focused products are a cornerstone of

Gulfood's new theme for 2019: 'The World of Good, The World of Food'.

The launches come as Euromonitor International, the world's leading independent provider of strategic market research, forecasts the MENA region's health, wellness and free-from product sales will rise 7 per cent over the next five years compared with a global average of 4 per cent. Euromonitor says regional consumers are paying more attention than ever to what they eat and are opting "for

products that make them feel good and lead to long-term health benefits."

With Euromonitor highlighting how regional consumers "are becoming more selective in their choices, prioritising fresh, natural and minimally processed food and drinks," the research provider has identified regional key trends as: vegan and gluten-free products, along with plant-based proteins, products with low-calorie options and those with no 'artificial' ingredients, including sweeteners, as well as longevity

foods such as avocado oil and dragon fruit.

Such is the region's appetite for food with health benefits that Gulfood organiser DWTC has given Health, Wellness & Free-From its own showcase sector within the 2019 event.

"The importance of nutrition has spiralled in recent years," explained Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC. "The advice to 'eat well' is no longer just about keeping our bodies healthy. Eating responsibly also implies a sense of knowing what and when to eat, as well as an awareness of where food comes from and how it is produced. The backstory of products is becoming as important as tastes."

New Country Healthcare LLC (NCH), a Dubai-based distributor and retailer of health and wellness products, will leverage Gulfood 2019 to roll out healthy, new-to-market brands which promote a healthy lifestyle, according to Dr. Nael Al Koudsi, the firm's Managing Director.

"Gulfood has always been a source of the latest trends and new brands," said Al Koudsi. "NCH will use Gulfood, as the

regional industry's largest gathering of its type, to identify local and international partners to help us develop our brands in new territories. The market is having a positive inclination towards healthy options in the food and beverage sector. The consumer shopping experience has also changed in a short time as all the leading hypermarkets have started focusing on a dedicated area with a special section for healthy food options."

Identifying MENA trends shifting towards organic and natural products, as well as increased demand for clear and clean labels for product ingredients, NCH plans to launch three new brands into the market via Gulfood: specialised Fossil River liquid salts from Spain, which are naturally low in sodium; Jasberry from Thailand, which is crossbred rice and pasta made only from superfoods; and locally-produced SimplyDates – snack bars made purely with dates with 0 per cent added sugar.

Meanwhile, regional food supply giant Barakat Quality Plus, which will showcase a new range of ice pops and juices at the

show, says the trend towards healthy food represents "a sea change in the consumer's general outlook to what is good" for them."

The company's Managing Director, Chef Michael Gerhard Wunsch, says consumers now "go beyond just the information on labels and actively research food and beverage ingredients to clearly understand the benefits and pitfalls." Wunsch believes the trend must be met by producers increasing innovation.

"The sector needs to equip itself with the latest technologies for food research, packaging and environmentally-friendly best practices for food waste management. To do justice to the position of strength we have to create and empower global trends," he added.

German exhibitor CSM Deutschland GmbH, a leading international manufacturer and supplier of baking and confectionery ingredients and frozen baked products, is looking to capitalise on the growing trend for health and wellness.

Gulfood is a great opportunity for us to display our world-class portfolio of bakery





ingredients, products and services. Our focus has always been on providing qualitative, nutritious and delicious baked products," said Vladimir Trankovsky, VP International Operations, CSM Bakery Solutions.

"The industry is now being driven by consumer preferences towards healthier food options and mindful eating habits and CSM Deutschland GmbH focuses on sourcing the finest ingredients for health-minded consumers."

With Gulfood projected to attract upwards of 98,000 attendees from 198 countries, visitors will discover a show packed with 5,000 exhibitors and 120 country pavilions vying for business across eight primary market sectors: Beverages; Dairy; Fats & Oils; Health, Wellness & Free-from; Meat & Poultry; Power Brands; Pulses, Grains & Cereals; and World Food.

Gulfood pushes industry boundaries with 'the world of good, the world of food'

Having already won major international acclaim for the breadth and depth of its offering as a strategic hub for setting and evolving global food trade trends, Gulfood organisers DWTC have instigated another

round of show innovation to ensure the finished foods mega event stays well ahead of the industry curve.

Gulfood visitors will discover a show packed to the DWTC rafters taking up more than 1,000,000 square feet, with 5,000 exhibitors and 120 country pavilions vying for business with the latest F&B produce and showcases across eight primary market sectors: Beverages; Dairy; Fats & Oils; Pulses, Grains & Cereals; Health, Wellness & Free-from; Meat & Poultry; Power Brands; and World Food.

A World of Tastes - championed by world-renowned chefs

Being held under a new theme – 'The World of Good, The World of Food' – Gulfood 2019 will showcase the global diversity of 'food' via its international exhibitor base and a major pool of Michelin-starred chefs participating in the all-new Tastes of the World competition. Many of the largest country pavilions are already committed to the contest, including France, Germany, Spain, Japan and Brazil.

On the 'good' side, shifting consumer preferences for health food options and other industry-shaping topics will feature heavily in the Gulfood Innovation Summit

from February 18-20. The Summit will set the scene for three days of high-calibre industry discussion with the airing of a global social and economic outlook for the F&B industry on its first day.

Ranging from sector disruptors such as Beyond Meat, to major global entities including The United Nations World Food Programme, the Summit will feature in-depth discussions and exclusive question-and-answer sessions with globally acclaimed chefs, influencers and industry leaders on the challenges of introducing breakthrough concepts to local markets.

New experiential zones raise the bar

Also new for Gulfood 2019 is a range of immersive features designed to enhance visitor experience and facilitate greater business opportunities, including CxO Club, Start-Up Programme, the Meat-Me competition, Tea House, and a dedicated Health Lab.

"The new features are designed to reflect the trends the industry is currently undergoing and will bring new dynamics to a show that is already well known for its vibrancy in product and service innovation," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC.

Meat Me

The two-day competition will see US-style barbeque pit masters from UAE-based restaurants go head-to-head in 'smoking' and BBQ masterclasses and cook-offs. The contest has won early support from American Chef and Pitmaster Orelle Young of The Blacksmith Smokehouse Dubai, the emirate's first real smokehouse, who believes the Gulfood spotlight can give the segment a much-deserved boost.

"We are thrilled to contribute to a uniquely delicious culinary practice at one of the largest F&B conventions in the world," said Chef Orelle, "We are on a mission to share our knowledge and passion for American Barbecue with the world and intend to showcase the daily production routine of our signature smoked meats. We are in the business of butchering, seasoning and smoking meats low and slow for many hours.

Tea House

This on-trend experience will enliven the Beverages Hall. Sponsored and organ-

ised by Tea Valley, part of India's innovative DJ Group, the programme will feature performances by Assamese and Moroccan dance professionals, a Chinese tea ceremony, as well as workshops and seminars probing the health attributes of tea, the basics of the drink and tea art.

Health Lab

Health Lab is a core component of the show's 'good' proposition and will address rising consumer demand for healthy ingredients and overall products, a movement identified as a key global growth driver by French syrups and drinks producer Monin, which is returning to Gulfood for a 12th showing.

"Consumers are increasingly looking for healthy choices in their food and drinks. They are counting calories and reading labels in search of all-natural ingredients and low or zero sugar content," explained Olga Cassidy, Trade Marketing Manager, Monin.

Monin plans to use Gulfood 2019 to launch its new La Flavour de Monin range, which comprises natural and authentic

concentrated fruit, herbal and spicy flavours without any added sugar or sweeteners.

Start-Up Programme

The show's new Start-up Programme will see more than 50 entrepreneurs from around the world demonstrate their increasing penetration of the international F&B segment, and will feature a conference series focused on topics concerning F&B start-ups, and a pitch platform

CxO Club

The CxO Club offers a closed business breakfast club for the industry's proven risk-takers to explore and set new industry pathways.

"Gulfood continues to underline its trend-setting status as global industry pioneer and the 2019 show raises the bar even higher. The diversity of the content on offer and new immersive experiences, in addition to increased potential for new market opportunities, will enable visitors to get the most out of their Gulfood stay while ensuring exhibitors continue to get



access to the audience they most wish to meet – buyers with specific interests in their sectors,” added LohMirmand.

With a packed exhibitor house and vibrant new features, DWTC is confident that Gulfood 2019 will see the show attract upwards of 98,000 attendees from 193 countries. Together with well-established features of Halal World Food and Discover Zone, which highlights industry innovation, and the CEZVE/IBRIK World Championship, DWTC has once again succeeded in widening the show's scope and capabilities as it heads towards its silver anniversary in 2020.

Gulfood 2019 is a trade event open strictly to business and trade visitors. The show is open 11am-7pm from 17-20 February and 11am-5pm on 21 February. Visitors who pre-register before 7 February will save AED150 (USD40) on the on-site entry fee of AED420 (USD114). Visit www.gulfood.com

Gulfood ups knowledge-exchange ante with first-ever Innovation Summit

Global food sector power brand Gulfood - the world's largest annual food and beverage trade exhibition – will celebrate its new 'The World of Good, The World of Food' theme by launching the Gulfood Innovation Summit, a robust new conference programme, in 2019.

In line with the 'good' proposition of its core theme, the 24th edition of Gulfood - running at Dubai World Trade Centre

(DWTC) from February 17-21, 2019 - will see consumer preferences feature heavily in the Gulfood Innovation Summit, where three-days of industry discussion, from February 18-20, and the airing of a global social and economic outlook for the F&B industry on its first day.

The Summit will also feature exclusive question-and-answer sessions with globally acclaimed chefs, influencers and industry leaders on the challenges of introducing breakthrough concepts to local markets.

“The summit will tackle a diverse range of issues which are already impacting, and will continue to effect, the global F&B industry during this hugely transformative part of its history,” said Trixie LohMirmand, Senior Vice President, Exhibitions & Events, DWTC. “As an educational forum, the Summit is a vital learning ground and essential for those looking to keep up with the pace of change this sector is currently experiencing.”

Global talent descends on Dubai

Keynote addresses on the industry's challenges and opportunities and global food supply will come from Dr. Bernhard van Lengerich, Board Member of Beyond Meat and former Chief Science Officer & Vice-President of Technology Strategy, General Mills; and Paul Newnham, Director of the World Food Programme, United Nations. A blueprint for the Design of Good Food for the future, meanwhile, will be the Summit domain of Dr. Nigel

Hughes, SVP Research & Development, Kellogg's.

Elsewhere, incisive success pointers will be unveiled by some of the biggest names in the local, regional and international business with distributors picking up tips from Bhushant Ghandi, General Manager of international F&B powerhouse Truebell, which is one of the GCC's largest independent food and licensed beverage importers.

Retailers and online disruptors come to the fore

Retailers will hear how changing consumer preferences are driving a sector revolution in a panel discussion aimed at airing new strategies, showcasing technologies and ensuring industry players select the right product mix, while Yusuff Ali, M.A., Chairman and Managing Director of retailing giant Lulu Group will feature on the panel alongside a senior representative of hypermarket chain MAF-Carrefour.

Some of the biggest online delivery channel players will also take to the Summit stage to give their views on how the sector will continue to impact the F&B scene. Deep insights will come from Anis Harb General Manager (Dubai) of Deliveroo; Spencer Price, CEO of Halla I/O; and Toon Gyssels, Chief Operating Officer, Talabat.

The Summit spotlight will also fall on Saudi Arabia and Egypt with industry forecasts being proffered for both countries. ♦

