

Gulfood Insights

SHOW
PREVIEW
EDITION

INVESTMENT INSIGHTS FOR THE FOOD AND BEVERAGE INDUSTRY

18 - 22 February 2018 Dubai World Trade Centre

Opening hours: 11 am – 7 pm Sunday, 18 Feb until Wednesday, 21 Feb, 11 am – 5 pm Thursday, 22 Feb

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INDUSTRY OUTLOOK P6



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SETTING THE TABLE FOR INNOVATION: Gulfood 2018 offers global F&B sector unrivalled trading platform

Gulfood - the world's largest annual food and beverage trade show - is the place where latest tastes, trends and innovations from across the globe are unveiled.

The 23rd edition, which takes place from February 18-22, 2018, at Dubai World Trade Centre, confirms Dubai's leading role in setting the global food agenda.

The 2018 event promises to be bigger than all previous editions. The fully booked-out show will welcome more than 5,000 exhibitors. Spread over one million square

feet exhibition space, Gulfood 2018 will host more than 120 national pavilions - including first-time participants from as far afield as Estonia, Serbia and Slovakia - and at least 97,000 attendees, from about 185 countries. Products across eight primary market sectors, such as Beverages; Dairy; Fats & Oils; Health, Wellness & Free-From; Pulses, Grains & Cereals; Meat & Poultry; Power Brands and World Food will be featured during the show.

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Mr. Mohammed Ather
(Managing Partner)

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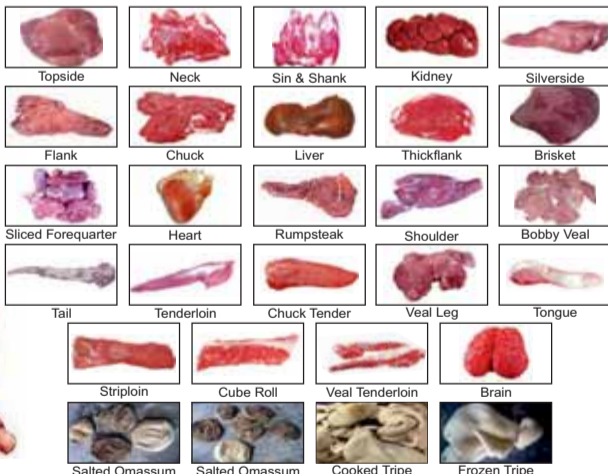
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EXHIBITION



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Continued from cover...

DID YOU KNOW

- Dubai aims to become a global benchmark by recycling 100% of its waste and bringing the volume of trash sent to landfills down to zero by 2030
- Dubai's #ZeroFoodWaste campaign calls on food establishments and individuals to collaborate in reducing waste along the entire food value chain
- Dubai Municipality is currently charting out an 'integrated waste management master plan' for Dubai for the next 20 years.

The five-day exhibition is the perfect platform to learn about strategies that affect the food industry; study concepts and innovations that determine market leaders; stay up-to-date with latest trends in consumer behaviour; learn about the challenges prevalent in the global food industry and how to overcome them; as well as unveil new business opportunities.

New opportunities

New to the 2018 event are 'Discover Zone' and 'Newcomers area' showcasing trend-driven products for the first time in Mena region.

At the Discover Zone, exhibitors have applied for recently-launched products to be showcased in an exclusive and interactive gallery. It will also feature a dedicated area for companies that have never

conducted business in the Mena region before and are using Gulfood as a market-entry opportunity.

Buyers can meet more than 1,000 new-to-show F&B producers. They include health and wellness categories such as organic and sugar-free plus third-wave coffee varieties and new taste and texture innovations across the board.

Innovation Awards

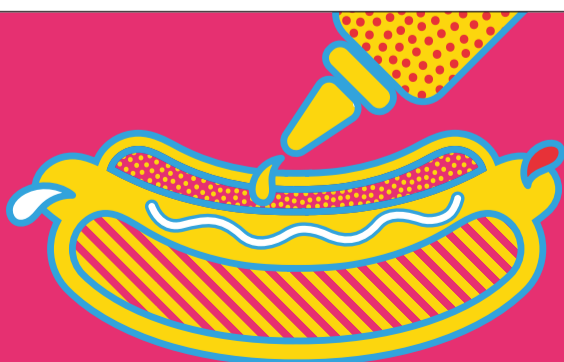
"The global F&B industry is one of the most competitive sectors in the global economy, so staying still is the equivalent of going backwards," says Mark Napier, Exhibitions Director at DWTC, Show Director at Gulfood.

The Gulfood Innovation Awards is the perfect platform to ensure industry players are their best at all times. An international panel of

independent industry experts will judge the entrants and 20 winners will be honoured for their excellence and creativity within the global F&B industry.

"Whether you are a fledgling start-up in the Middle East, or a major international manufacturer in Europe or the US, companies looking to stay successful and ensure prolonged growth need to stay ahead of the curve by investing in automation, new channels to market, increasingly sophisticated ingredients and packaging solutions," says Napier.

"Gulfood has been a key driver in fostering innovation across the local, regional and global food and beverage supply chain," he says. Quoting Gulfood global industry outlook report, Napier says, "Gulfood 2018 is expected *Continued on p5*



welcome to the
sauce~age!
quick & easy lunch

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Continued from p3

to contribute to the UAE food and beverage market reaching a valuation of AED82 billion by 2020.”

The acclaimed Cezve/Ibrik World Coffee Championship is

back in Dubai! Gulfood visitors will see the world’s leading baristas coming together in one location and competing to be crowned the world’s best.

The competition, dedicated to the centuries-old art of brewing coffee in a ‘Cezve’ or ‘Ibrik’ – the small, long-handled pot – showcases the special preparation of brewing coffee, set in a competition format that celebrates the cultural tradition. Competitors are encouraged to bring their own style/cultural element to their performance to demonstrate how they interpret what is one of the oldest forms of preparing coffee in parts of Eastern Europe, the Middle East and North Africa.

Spectators and visitors will also be treated to live demonstrations and catch up on business at the brew bar.

The Cezve/Ibrik Championship is managed and produced by World CoffeeEvents, an event management organization registered in Dublin, Ireland, which was originally founded by the Speciality Coffee Association of Europe and the Specialty Coffee Association of America.

FACTS & FIGURES

Edition: **23rd**Duration: **5 days**Industry sectors: **8**

Similarly, in its 5th edition, Halal World Food - the world’s largest annual halal food sourcing trade show - will showcase a complete spectrum of halal products. This is an excellent opportunity for exhibitors, visitors and entrepreneurs to meet with halal food policy-shapers to discuss certification and quality assurance.

With regional investment in food production on the rise, international manufacturers see the Middle East as a lucrative market for their products. In this dynamic climate, Gulfood continues to empower the global food and beverage community as an unmatched trading and knowledge platform that offers unrivalled market overviews and insights to industry professionals.

“The modern consumer is spoilt for choice, so only products that tick a diverse spread of demographic demand boxes in geographies where consumer preferences often vary from market to market will be able to compete in the increasingly competitive global food sector,” explains Napier.

Philip Seng, President & CEO, US Meat Export Federation, says, “For United States red meat exporters, Gulfood has a well-established reputation as the premier marketing event in the region. Over the years, Gulfood’s footprint has expanded considerably and it’s now a key venue for exporters looking to grow their business in emerging markets in Africa, Asia and Europe.”

Gulfood 2018 is open strictly to business and trade visitors. The show is open 11am-7pm from February 18 - 21 and 11am-5pm on February 22. Visitors can register on-site entry fee of AED400 (USD108).

If you are keen to increase profits or turnaround your business or seek new partnerships and clients or garner knowledge about the latest trends in the global food sector, then Gulfood 2018 Show at the Dubai World Trade Centre is the place to be!



“GULFOOD HAS BEEN A KEY DRIVER IN FOSTERING INNOVATION”

PLAN YOUR VISIT

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SHOW TIME at Dubai World Trade Centre

Sunday, February 18:	11am - 7pm
Monday, February 19:	11am - 7pm
Tuesday, February 20:	11am - 7pm
Wednesday, February 21:	11am - 7pm
Thursday, February 22:	11am - 5pm

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HOTELMAP, YOUR BOOKING PLATFORM

The Dubai World Trade Centre is conveniently located in the heart of the city, surrounded by a number of hotels. Gulfood 2018 has exclusive accommodation offers on the Hotel Map booking platform, with 246 recommended Hotels to accommodate visitors coming to Dubai.

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GULFOOD GLOBAL INDUSTRY OUTLOOK REPORT - A PATHWAY TO MEETING FUTURE

THE STUDY REVEALS FORECASTS, TRENDS, CHALLENGES & OPPORTUNITIES



Gulfood Global Industry Outlook Report is definitely the single most important take away for suppliers, traders and consumers alike at Gulfood 2018.

In the exhaustive study, the commissioned agency Euromonitor covers every little detail that encompasses the industry including latest global drivers and trends; consumer foodservice footprint; challenges and opportunities in each individual sector inclusive of case studies; the global economic overview; distribution landscape among several other indicators.

Once the report is officially launched,

it will be available for all Gulfood attendees from February 18, 2018. They will receive a download link, as well as access it via mobile app and Discover Zone screens. Exhibitors will receive a print copy together with their welcome pack.

Must-have for suppliers

A must-have for suppliers and traders, the Gulfood Global Industry Outlook Report spells out the key consumer and industry challenges. Among the several parameters influencing the industry, the report mentions re-invention of retailing to remain as one of the major challenges.

Similarly, pressure to lower prices will be inescapable due to stiff competition between manufacturers and retailers. The report says, "Vertical integration is intense in some categories with the objective of controlling production and ensuring delivery of a product that meets emerging consumer demand for ethical, naturally healthy and affordable products."

In fact, supply chain and delivery logistics play crucial role going forward, what with an additional one billion consumers by 2030. The world population is expected to reach 8.5 billion by 2030 from the current

7.47 billion and there will be many opportunities both in developed and developing markets. Only investing in a robust supply chain is a pathway to meeting future demand for personalised, tailored products going forward.

Middle East growth

Urbanisation growth in the Middle East & North Africa region is also expected to be strongly influenced by large-scale infrastructure development, agricultural and land reform and the development of older and new cities.

As disposable income rises, consumer



expenditure on food and beverages in the Asia Pacific and Middle East and Africa regions will increase from 53% of global expenditure in 2017 to 60% by 2030, cites the report.

Convenience stores are increasingly adding hot and cold take-away instant service, while coffee shops, the fastest-growing foodservice category, increasingly offer sandwiches, hot bakery items and sweet and savoury snacks in convivial surroundings.

In packaging terms, according to the report, PET is coming under growing pressure from a sustainability perspective as the introduction of this packaging format into many products and new markets is rapidly increasing the need for viable, profitable and extensive recycling options. It is estimated that annual consumption of plastic bottles is set to top half a trillion by 2021, far outstripping recycling efforts and jeopardising oceans,

coastlines and other environments.

Health & technology key drivers Changing demand for sugar is expected to strongly influence supply chain dynamics, according to the report.

Consumption patterns are expected to change, due to increased health consciousness and that will present a challenge to all elements of the supply chain. In fact, World Health Organization has already urged all countries to consider adopting taxes to curb obesity, but campaigners face strong opposition from food and beverage companies.

Manufacturers that focus on expanding healthier food and beverage ranges will take the edge.

Strong natural, health and sustainability credentials form the basis of innovation and new product development in global food and beverages, it forecasts.



DID YOU KNOW

- Report is free for attendees
- Gulfood attendees will receive a download link. They can also access it via mobile app and Discover Zone screens.

New protein-based foods will be the hot favourites. Within the meat sector, cultured protein or alt-protein is gaining strength with companies launching new meat and poultry alternatives.

Simple implementation of blockchain technology can set triggers to alert personnel when a product nears an 'out of bounds' temperature zone. IBM, Walmart and Chinese retailer JD.com have announced a Blockchain Food Safety Alliance collaboration to improve food tracking and safety in China. Similarly, Carrefour with CapGemini is piloting blockchain to eventually control its fleet of 100,000 delivery trolleys circulating between its warehouses and its stores, according to Gulfood report. Demand for processed and packaged food and beverages is set to increase worldwide is a fact, states the report.

New trends

The fastest growing food service category are street stalls and kiosks as consumers increase their on-the-go consumption in many regions, states the report. Food trucks are also increasingly popular.

Yet another growth indicator is acquisitions and mergers that will bring together economies of scale and production as well as allow leading

brands to step into fast-growing niche markets with potential for expansion, states the report. Similarly, new distribution models and specialised packaging is expected to evolve.

Internet retailing

Mobile and online purchasing is revolutionising the F& B purchasing through its integration with rapid and localised delivery systems and is the channel of choice for many younger consumers with global sales share increasing by 1.2% since 2011, according to the study.

Internet retailing growth has been strong albeit from a small base with expansive growth in Asia Pacific, Australasia and the Middle East and North Africa region, the study adds.

Internet retailing constitutes the fastest growth channel across multiple regions, including Europe, North America, Australasia and Asia Pacific, due to an underlying worldwide trend for convenience in shopping. As consumers become increasingly mobile and lead busier lives, new concepts such as chilled collection lockers are emerging. One such example is emmasbox in Germany. Growth of internet retailing is expected to further intensify with Amazon's foray into online grocery retailing in 2016.



GULFOOD COMPLEMENTS DUBAI'S VISION!

ARIANA BUNDY - CELEBRITY CHEF, AUTHOR AND TELEVISION HOST -
SAYS THE SHOW PROMOTES SUSTAINABLE AND HEALTHY LIFESTYLE



Dubai, being the melting pot of cultures, Gulfood is but the icing on the proverbial cake. While, it gets bigger with every edition, 2018 promises to serve up path-breaking innovation!

In the run-up to the exhibition, we catch up with Ariana Bundy, celebrity chef, author and television host, who has seen Gulfood evolve into one of the biggest shows internationally. "I've been coming to Dubai since 1997 and was part of one of the initial editions of Gulfood. I'm excited for this year!"

Dubai - a melting pot of cultures

"Dubai is ideally located. It is close to so many culturally-rich nations and is the hub for traders and clients alike. The Emirate is the perfect connect among Asia, Australia, Europe so much so the hospitality industry here caters to all tastes and needs," says Ariana Bundy and adds Gulfood, thus, is the ideal platform for suppliers, traders and customers.

"A lot of companies look to Dubai as their base and a link to the rest of the world. Also, the fact that it has so many different nationalities is fascinating. Added to this, Dubai's advancement in technology and infrastructure set the platform for the food industry to innovate and instill the best practices as well as to encourage sustainable and healthier way of processing food."

Gulfood - the healthy trendsetter

The Iranian-American chef believes Gulfood is on track. In fact, she says, "Gulfood complements Dubai's vision of healthy and sustainable living. Dubai has its finger on the pulse. With the health section given more coverage and innovation awards including more categories this year, the show is not only on track, but becoming an example for the industry in the region to follow.

By showcasing nutritious products, the exhibition can establish healthy habits in consumers and help boost the morale of traders to promote the same. This is but one of the many ways

BY DISPLAYING AND PROMOTING SUPPLIERS THAT HAVE HEALTHY PRODUCTS, GULFOOD ADDRESSES THE HEALTH OF CONSUMERS AND THE NATION AT LARGE!

Gulfood can contribute positively to the food sector and the population. "In Dubai, as in other big cities in the world, the busy lifestyle calls for easy quick-fixes when it comes to food. A reason why, people prefer junk food, because it's easy to pick up and saves on time. Gulfood can play a huge role in introducing new healthier products and if chefs could show how to cook those products at the exhibition, that would be great," explains Ariana.

"It's like the chicken and the egg story. Consumers will not know about new products, if they are not on supermarket shelves. And supermarkets will not display them if they are not promoted. This is where Gulfood plays a crucial role. By promoting and displaying suppliers that have healthy products, the exhibition is addressing the health of consumers and the nation at large," says Ariana.

Trend prediction - embracing ancestral wisdom

Dubai is one of the first places to catch on to global trends. As populations across the world are getting health conscious, veganism is becoming very popular here, too.

"Vegetarianism and veganism are gaining a huge following whereas in the rest of the world," says Ariana. "There are several restaurants serving

multiple interesting cuisines. Veganism is perhaps the latest trend, with diets such as 'Keto' and 'Paleo' also gaining popularity in this region, we are at last exploring our ancestral wisdom and eating habits," opines Ariana. "This is a meat-eating region, but even here you see people choosing quality grass fed and organic meat and balancing their diets and that's very encouraging. Bone broth is fast becoming a consumer favourite."

So what's Ariana's favourite food? "Well, it's difficult to choose. But, yes, French fries! High end of course with whole organic potatoes and excellent quality oil!" she laughs and quickly adds, "How conscious eating needs to be taught to kids at an early age. She avoids sugar, though once a pastry chef, and tries using the best alternatives. Also, she tries to keep her son away from sugars."

School initiatives - the need of the hour

In fact, kids' education is something that Ariana is passionate about. "Educating kids young and exposing them to the source of food is essential," she urges and explains how children here and in many other cities do not know how a vegetable is grown or how a meat dish comes to their table. "It would be ideal to start initiatives in schools to teach kids how to grow plants, have their



own vegetable garden on roof tops or balconies. All you need is a wooden agricultural box and soil to educate kids," she insists.

Ariana is equally obsessed with having her own product out in the market soon. She travels worldwide, attending exhibitions to study and research the market and food trends and changing needs so she can formulate the ideal product.

Dream product and project

Another exciting idea is having her own restaurant. "I am getting proposals. I have not decided when. But whenever it happens it will be here. I love Dubai," she says. Ariana's signature dishes - Persian food with high quality organic ingredients - will be the attraction of the new place.

To think that a person so passionate about food, once was not at all into the sector is surprising. But that's Ariana's journey. Hailing from a produce growing family in Iran, brought up in the US and Europe, she studied international marketing and business and also dabbled in high-end fashion before

discovering her calling. Her father had the first FINE French dining restaurant in Iran before moving to Beverly Hills and opening one there. However, the young Ariana was not allowed in the kitchen. But she observed every little thing her dad did. "It's in my blood, I guess," she says modestly about how she changed her career.

"One day, I was so tired and done with that I told my uncle that I'm lost. I don't know what to do and he instantly replied, your dad is into food, your grandfather were into food, why don't you follow suit? Enroll into the best school in the world and I shall pay the fee, he said and the very next week I was in Paris to attend Le Cordon Bleu. There was no looking back since," Ariana recalls on how it all began.

"I love Persian cuisine. Partly because it's my (heritage) roots. That's where I come from. More significantly because it's often misrepresented and misinterpreted. My book, my shows and my new ventures will all be to highlight the beauty and authenticity of Persian cuisine."

We wish Ariana Bundy the best!



DUBAI PUTS THE LID ON FOOD WASTAGE

Dubai is one of the important centres of global trade for import and re-export of foodstuff, and the emirate ensures food safety and health are the priority, while it ensures strict steps are taken to reduce food waste.

Dubai pioneers in using technology and smart systems to address the challenges in every sector and the food industry is no exception.

Dubai Municipality recently launched the 'Food Watch' app. While, the smart system will help residents monitor if they are being served the right kind of food at their chosen outlets, the municipality can track food items from their source until their delivery to consumers, thereby ensuring high levels of safety.

With a considerable percentage of food imported into the Emirates, Food Watch aims to digitize the approval process and connect municipality to restaurants quickly with minimum paperwork.

The future phase of this step will include block chain technologies for accurate and fast monitoring of food, says Bobby Krishna, Food Studies and Planning Specialist, Food Safety



Department, Dubai Municipality.

Gulfood is the ideal platform to create food safety awareness. "Being the biggest exhibition in the region, Gulfood can connect with importers and promote an environment where they can sell without fear," he says.

#ZeroFoodWaste campaign

Yet another drive that Dubai Municipality seriously pursues is to control and minimize food wastage. In fact, it is charting an Integrated Waste Management Master Plan for Dubai for the next 20 years, while they are inviting food establishments and individuals to collaborate in reducing waste along the entire food value chain through the #ZeroFoodWaste campaign.

Dubai aims to become a global benchmark by recycling 100% of its waste and bringing the volume of trash sent to landfills down to zero by 2030. Food Bank is a brilliant initiative towards this end.

Ariana Bundy, celebrity chef, author and TV host, says, "The Middle Eastern culture is of giving. People give away leftover food to gardeners and other helpers and that's great. Extra food can also be handed over to construction workers. We must avoid throwing food."

Meanwhile, Ariana suggests restaurants get more creative in

handling food. "The leftovers can be made into something new. They should measure the waste produced and have a system in place. The best practice for households and restaurants is to buy only what you need."

Educating the community is as important as it is to create awareness in the hospitality industry. "Consumer attitude must change," says Krishna, and opines that the waste created by the industry in the beginning of the food chain is minimal compared to the waste end-consumers create. "For instance, people never pick up milk, which has a production date of the previous day, even if the expiry date is four days ahead. Unknowingly, here the consumer is adding to the waste, he explains.

Large-scale advocacy campaigns on preventing wasted food, standardizing label dates to clear up confusion on 'use by' and 'sell by' dates and modifying packaging sizes to optimize consumption are few of the solutions suggested by ReFED that food businesses can adopt today.

ReFED - a consortium of over 30 business, non-profit, foundation and government leaders committed to reducing food waste in the United States - says in the US alone, 63 million tonnes of food is wasted every year.



AN ESTIMATED 1.3 BILLION TONNES OF EDIBLE FOOD IS WASTED WORLDWIDE

Source: Food and Agriculture Organization of UN

GOOD FOOD IS CHEMICAL AND PESTICIDE FREE!

Gulfood 2018 yet again focuses on food safety and health. Dubai has taken several initiatives to address the challenges in the food industry, including zero wastage campaign and setting up of food banks. Gulfood helps take these initiatives further ahead by creating awareness among all the links in the industry.

Today, Dubai residents have an option of making more informed food choices. So what is good food? Good food is safe food! Good food is healthy food! Laura Allais-Maré, says, "Good food is chemical and pesticide free!"

Laura Allais-Maré, an author, who trained as a chef from Italy, is a lady on a mission to encourage people to adopt sustainable ways of living. The Founder of Slow Food -Dubai, Laura says, " Gulfood is the largest and most popular event of its kind in the region. The leadership in the UAE has been committed towards organic and local food-growing sector. Gulfood can now start the conversation of good, clean and fair in the region."

"Where there is a tribe, there is a food tradition that needs to be known, shared and protected. That

is what inspired my husband and I to start 'Slow Food Dubai'. We are not here to showcase food that looks good - we are here to promote 'food that is good for you'. And if we can help you grow it, while respecting the environment and each other, then why not?" she asks.

One of their earlier initiatives was a huge hit. "Slow Food Dubai Urban Rooftop Garden at the Time Oak Hotel was a great success. The hotel no longer partners with SFD on that, but between September 2015 and February 2017, it was just amazing," says Laura.



Laura Allais-Maré, *Founder of Slow Food, Dubai*



UAE residents need more awareness and education with regards food wastage and growing toxin-free food, according to Laura, who is passionate about teaching people how to grow their own food."

'My Arabian Almanakh', the book Laura authored in collaboration with 3 others takes you through a seasonal adventure, and teaches you the basics on how to set up a 'regenerative edible garden', here in the UAE.

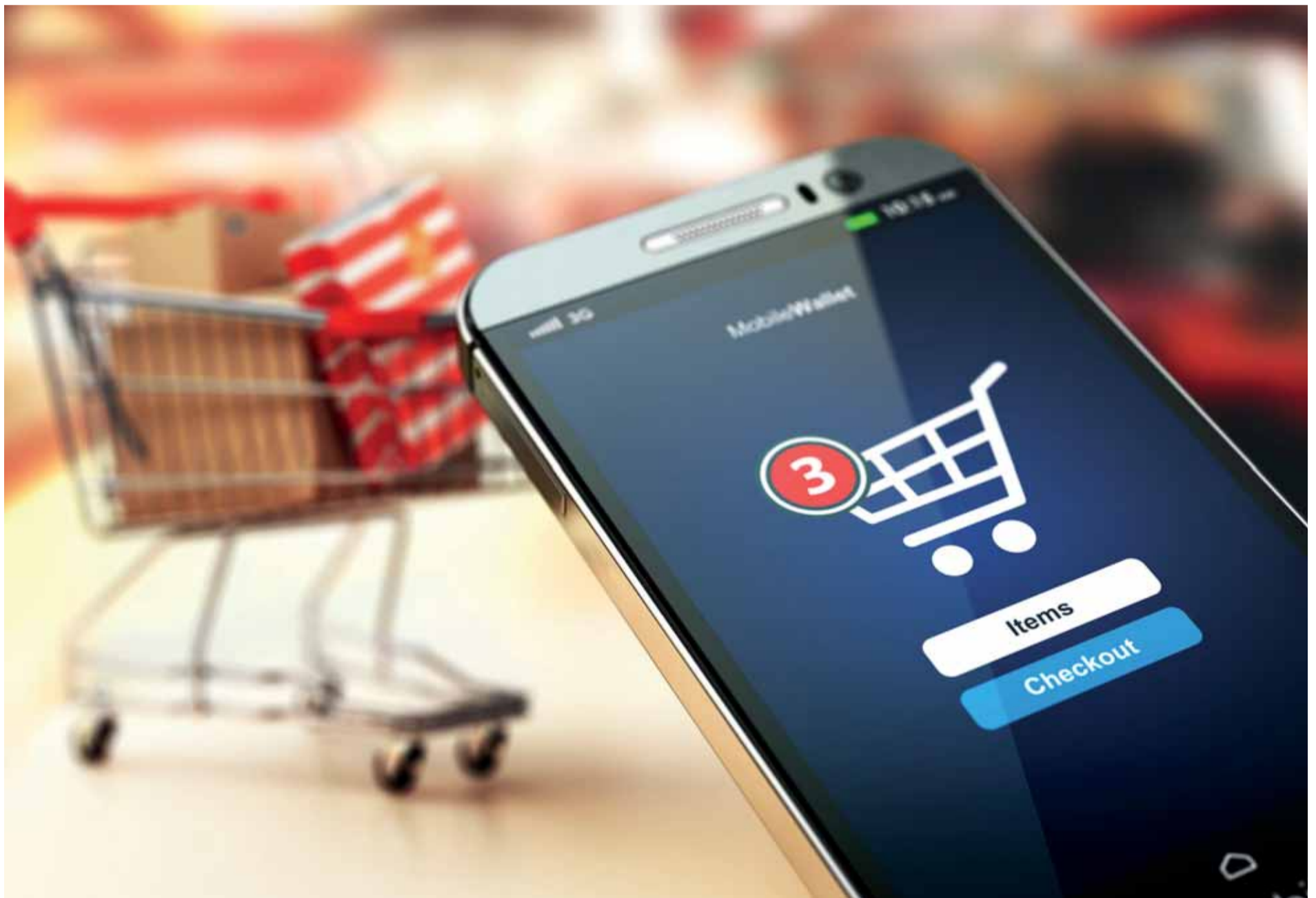
Organic food sector is but just a start. "It's where we can start the conversation. It's a sector that deserves all our attention - and due diligence." This is just the beginning to leading a sustainable lifestyle, she says.

After graduating, Laura initially worked in a family-run hotel for a few years and her last position as chef was at a large mountain Agriturismo, in Central Italy. "My transition to focusing more on where our food comes from, was a natural one, as I grew up with a mother who grew her own vegetables and had her own chickens, and milk cow, from as far back as I can remember," she recalls and adds, "Today, I have come to the realisation that 'good food' can only ever be chemical and pesticide free. And I do believe that more chefs are 'coming to this table'!

That's, indeed, encouraging! Gulfood 2018, in fact, is a platform for chefs to showcase their healthiest cuisines and processes.

@F&B: E-COMMERCE THE NEW TREND

MOBILE AND ONLINE SHOPPING IS REVOLUTIONISING F& B INDUSTRY



We live in a digital age and no sector has escaped from the onslaught of digitalisation. As people lead busier lives, e-commerce is becoming immensely popular in the UAE, especially in Dubai by the minute, with the government taking an active lead in ensuring efficient e-services.

The retail sector has already begun seeing huge shifts from brick and mortar to online shopping. In fact, shopping online is no more a fad. It is convenience. It is the preferred channel. It is fast becoming an everyday choice!

As people spend more time on

gadgets and get used to having everything delivered with a touch of their fingers, retailers are focussing to offer efficient, innovative and safe shopping experiences to customers.

Foodservice, in particular, is taking advantage of this opportunity with rapid ordering and delivery available from all leading and local providers. Mobile and online shopping is revolutionising the F& B purchasing through its integration with rapid and localised delivery systems and is the channel of choice for many younger consumers with global sales share increasing by 1.2% since

2011, according to a Gulf Food Global Industry outlook report on the food and beverage industries.

In fact, e-commerce market in the UAE is expected to be \$10 billion in value this year, according to Frost & Sullivan.

However, consumers still prefer in-store experience especially in the case of fresh perishables. According to a Nielsen study, 58% grocery shoppers in the Middle East still prefer to buy groceries in-store, which on hindsight is quite low it is only a matter of time before the percentage of online grocery buyers exceeds it. In fact,

internationally the number of grocery trips is shrinking, the study adds.

New retail strategy

Drive-in stores using online purchasing are now common across Europe as are instant shopping apps with local delivery with the hour. Parallel in-store and online shopping experiences are epitomised by the new Hema supermarket shopping concept developed by Alibaba. With 22 stores open by the end of 2017, plans are now in place to rollout 2,000 branches in China over the next five years.

“IF YOU DO BUILD A GREAT EXPERIENCE, CUSTOMERS TELL EACH OTHER ABOUT THAT. WORD OF MOUTH IS VERY POWERFUL.” - JEFF BEZOS, CEO, AMAZON

Alibaba's AliExpress services are now present in Eastern Europe, while the company has also extended its reach into the UAE providing support for the development of the InstaShop grocery delivery service, according to the study on the global food and beverage industries.

JD.Com have also launched 7Fresh, a similar supermarket concept, with 75% of all products stocked comprising fresh produce from local and international sources.

Similarly, online retail giant Amazon continues to roll out its AmazonFresh service across Europe.

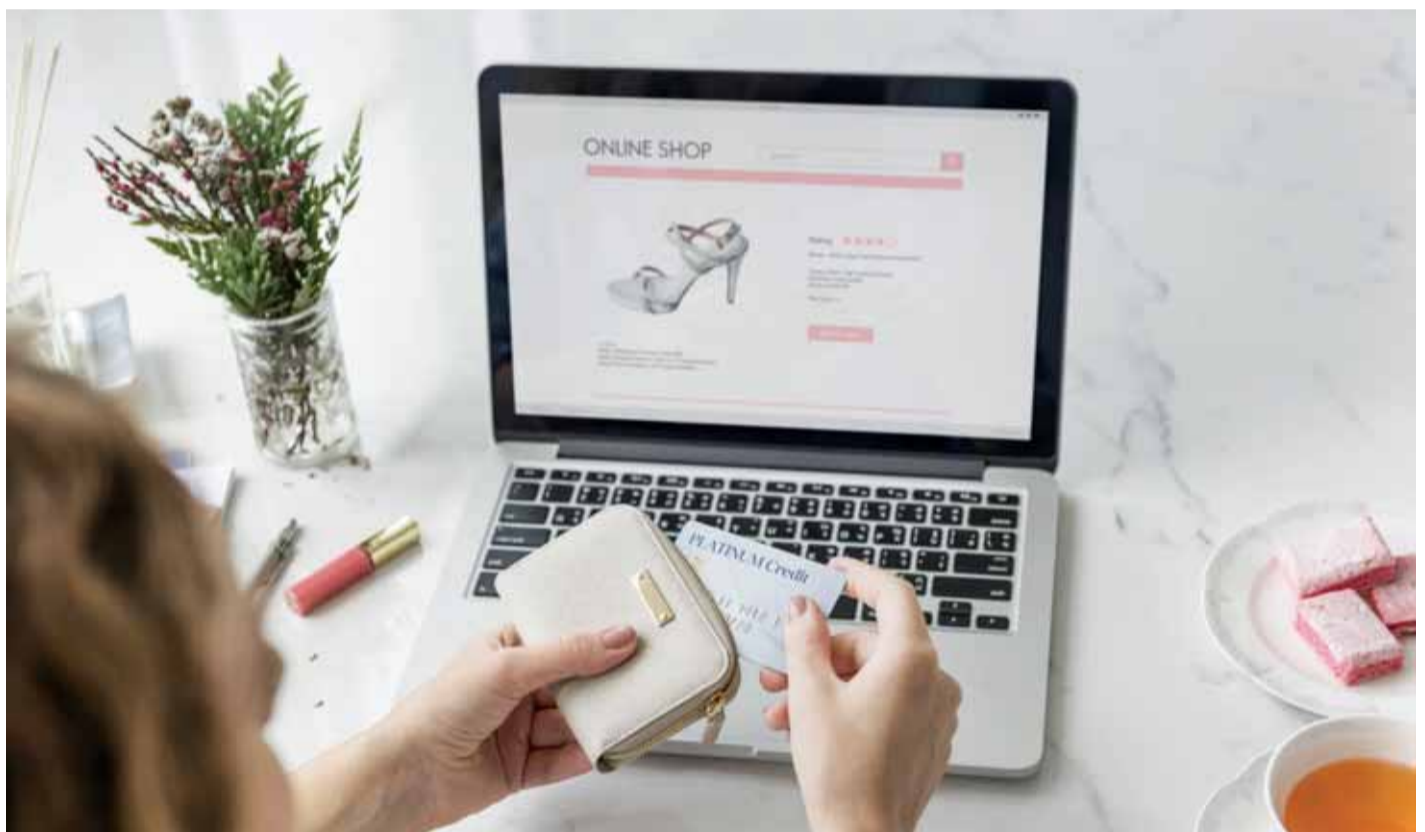
Robotic help

As the F&B sector gradually moves into online retailing, the focus on quality and expiry of items become of paramount importance.

Manufacturers and retailers are increasingly adopting state-of-the-art logistics and distribution services that take advantage of advances in robotics and machine learning.

Robotic picking will soon become a norm. Exotec Solutions, from France, has launched Skypods, warehouse robots that can climb warehouse racks and pick up to 400 items an hour from any level. The robots can reach speeds of 10mph and are able to carry a payload of up to 30kg at a time.

Ocado, in the UK, is using a hive of



robots, powered by machine learning, to monitor and pick goods from a range of 50,000 kinds of products in three temperature regimes as well as segregated products. The robots act like a swarm, assisting each other in accessing goods in lower warehouse layers with no aisles. Ocado is also testing driverless delivery trucks and

robotic hands for picking more sensitive and irregular products, according to the study.

Internet retailing growth has been strong albeit from a small base with expansive growth in Asia Pacific, Australasia and the Middle East and North Africa region, the study adds.

Rapid urbanisation allows new households to access a wide array of products with digital-focused brands benefitting from strong interaction and decision making among younger consumers. In Asia Pacific, for example, the fastest growing retail channel will be mobile. New consumption opportunities are arising with new habits being formed. Information and positive reinforcement increasingly comes in the form of online interaction with leading brands, reinforced in store through extensive use of promotions and discounting, according to the study.

In the Middle East, high demand for frozen chicken burgers and chicken nuggets by young children

DID YOU KNOW

- **Showrooming:** When customers visit a physical store to examine products before buying them online
- **Webrooming:** When customers check products online before buying them in stores.
- **Omni-seller or Omni-retailer:** One who delivers a cohesive shopping experience across multiple consumer touch points, online or at a physical store.



INNOVATION AWARDS: WHERE THE BEST OF THE BEST COMPETE

The countdown to the 2018 edition of Gulfood, the world's largest annual food and beverage trade event and the first major international food industry trade show of the year, has begun.

While Dubai sets the stage to showcase the best in the F&B sector, there are numerous exhibitors eager to introduce their products.

Gulfood Innovation Awards recognise and honour new and improved technologies and innovations by participating local, regional and international exhibitors participating in the 5-day event.

In order to attract maximum number of participants and to offer audience the best of the best in the sector, participation to the awards is free of charge. Similarly, companies are encouraged to register multiple entries.



Participants can vie for honours in various categories that include:

- Best **Soft Beverage**
- Best **Hot Beverage**
- Best **Dairy Innovation**
- Best **Meat or Poultry Innovation**
- Best **Baked or Confectionery**
- Best **Condiment or Sauce**
- Best **Frozen or Chilled Food**
- Best **Halal Food**
- Best **Organic Product**
- Best **Health and Wellness Product**
- Best **Consumer Promotion Product**
- Best **Trade Stand (up to 40M2)**
- Best **Trade Stand (Between 41-100M2)**
- Best **Trade Stand (over 101 M2)**

Shortlisted products will be displayed at the Discover Zone/ Innovation Awards area during the show.

JUDGES PANEL



The 2017 edition of Gulfood was a major success, with UAE companies stepping on the action for the awards. Global Food Industries bagged two awards for 'Best Fruit and Vegetable Innovation' and the 'Best Meat and Poultry Innovation'.

Meanwhile, Green Isle foods from Ireland, Belgian Greenyards Frozen, New Zealand dairy co-operative Fonterra were among the international exhibitors who took home top honours.

The esteemed panel of judges

for this session include luminaries from varied fields, such as Ariana Bundy, TV Chef and Author; Uwe Micheel, President, The Emirates Culinary Guild; Nikola Kosutic, Head of Research, Euromonitor International; Sunjeh Raja, Director & CEO, International Centre for Culinary Arts; Kirti Meghnani, Group Procurement Manager, Choithrams Group; Claudia De Brito, Editor, Caterer Middle East; Seda Solmaz, Cluster Marketing Services Director, Tetra Pak Group.

DISCOVER 'WHITE GOLD' PREMIUM DAIRY FROM THE HEART OF EUROPE

BELGIAN DAIRY PRODUCTS EXPORTED TO MIDDLE EAST HIT 128M EUROS LAST YEAR

European dairy products have created a niche in the Middle Eastern market over the last decade.

Total European dairy export to the Middle East almost doubled, with value of export from Belgium, in the heart of Europe, more than doubling between 2007 and 2016 and continued the upswing in 2017, too. In order to increase local awareness of Belgian dairy products, VLAM, Flanders' Agricultural Marketing Board, is continuing its campaign:

'White Gold, straight from the heart of Europe'.

Seven Belgian dairy companies are participating in Gulfood 2018. They will be present at VLAM booth in Hall 1, E1-1 - F1-2: Agral, Belourthe, INEX, Kaasbrik, Milcobel, Olympia and Solarec. Together, they offer a wide range of dairy specialties including milk powder, milk, butter, processed cheese and cream.

In 2016, the Middle East bought more than 850,000 tonnes of dairy

products, valued at 2.5 billion euros from Europe. While, in 2007, the European dairy export to the Middle East only represented 494,000 tonnes with a total value of 1.3 billion euros.

With a value share of 27.1%, processed dairy products make up the lion's share of European dairy export to the Middle East. Cheese takes the second place with 16.8% and skimmed milk powder follows next with a share of 12.4%.

Saudi Arabia is the biggest import market for European dairy, with a share of 27%. The UAE take a share of 17%, with an important part for re-export, and Egypt follows with 13%.

Belgian dairy products are even growing stronger in the Middle East than European products do. In 2016, the total Belgian dairy export to the Middle East reached 116 million euros. In 2006, this was only 55 million euros.

In 2017, the export grew even further: from October 2016 to September 2017, the Belgian dairy export valued 128 million euros. As result, the share of Belgian products in the European export rose from 4.4% in 2007 to 5.1%

in the first half of 2017.

Skimmed milk powder is most popular of Belgium dairy products in the region, with 31.7% value share in 2016. Dairy preparations hold second place with a 26.1% share, followed by butter and milk fat with 12.7%.

The campaign on Belgian dairy products is built around the slogan - 'White Gold, straight from the heart of Europe'!

A striking image of a glass of milk scintillating gold is being displayed on the fair stands, in advertisements and on a new website www.whitegoldfromeurope.eu. VLAM, Flanders' Agricultural and Fisheries Marketing Board, and APAQ-W, the Walloon promotion organisation, worked out this campaign together to promote Belgian dairy products beyond Europe.

White Gold refers to the premium milk found in Belgium, which is the basic ingredient for a broad assortment of dairy products. VLAM and APAQ-W are pleased to welcome you at the Belgian group stand at Gulfood 2018.



WHITE GOLD REFERS TO THE PREMIUM MILK FOUND IN BELGIUM

ZOOM-ING INTO NEIGHBORHOODS



Customer satisfaction and convenience are at the forefront of ZOOM's values. With over 220 outlets in strategic locations in Dubai, Abu Dhabi, Ras Al Khaimah, Fujairah and Umm Al Quwain, ZOOM's secret to success is ensuring every customer is treated like a friendly neighbor.

The convenient store journey started at ENOC as a 'Minimart' in 1988, introducing the segment to the nation. Today ZOOM not only has a presence in service stations, but in Metro stations, residential areas and commercial neighborhoods. Formats range from small convenient stores to large-scale supermarkets.

With ZOOM's expansion strategy focusing on providing increased convenience under the umbrella of 'your friendly neighbor'. It has stores in almost every neighborhood in the UAE, including some iconic developments in the UAE such as: Burj Khalifa, Cayan tower, Sheraton Grand complex, Sofitel Down Town complex, and Sustainable City - the first fully green and sustainable development in the UAE.

By 2020, ENOC aims to add 100 more ZOOM stores, including 54 forecourt sites. Currently, ZOOM has 43 sites within the Dubai Metro network.

There are three key formats - convenience stores, self-serve supermarkets (ZOOM Market) and ZOOM Kiosk, within commercial buildings and lobbies. Eleven sites have been added in Abu Dhabi, where ZOOM has set up a branch office, and more are planned.

The retailer is also expanding via a partnership with Emaar Hospitality Division, which operates Rove Hotels. Three hotels are already operational with ZOOM stores; while more hotels are under construction.

ZOOM C-stores serve around 46.5 million happy customers per year.

Zoom's integrated services

ZOOM has integrated various services in its stores to make it a one-stop-shop for customers.

From paying credit card and utility bills, paying for airline tickets and recharging gaming cards, it currently

offers 15 services with 25 more coming shortly; a true integrated convenience offering. UAE residents can even conveniently pay their traffic fines at ZOOM outlets. ZOOM also partnered with Ding, the world's largest international top-up network, to deliver international top-up

through its stores across the UAE. "ZOOM is one of the UAE's most popular and respected convenience stores chain, providing top class customer experiences and services," said Muhannad Hassan, General Manager of Ding in the Middle East and Europe.





ZOOM goes Digital

ZOOM has collaborated with instashop to provide customers with the option of enjoying convenient door-to-door deliveries by ordering through the mobile app. ZOOM is now testing the app for order and delivery to the customer in their cars on the forecourt. This initiative will not only reduce queues at stations but is also part of a new omni-channel approach. Initiatives like these have helped to drive the conversion of forecourt to c-store customers from 14% to 16-18% and the proportion is heading towards 20%, says Zaid Alqufai, Managing Director of ENOC Retail. That 2% gain is significant given ENOC's c-stores revenue.

The latest ZOOMs in service stations have been fitted with digital screens throughout the store to enhance customer's shopping experience. ZOOM is currently exploring ways to integrate this digital shopping experience with real-time messaging in the near future.

Offering multiple payment options for the modern consumer

ZOOM, in partnership with RTA of Dubai has rolled out a payment system through which customers are able to pay for all products and services at its retail stores using NoL cards. The new initiative enables ZOOM's customers to complete a simple tap-and-pay transaction for purchases using their NoL cards across the network.

In another fuel retailing first, ENOC is preparing to deploy its own payment app, ENOC Pay soon in 2018. This will allow customers to make cashless

cardless payments with their mobile phones, in line with Dubai Plan 2021 of creating a smart city.

Accolades for ZOOM

ZOOM store in the iconic Burj Khalifa won the best international design category at the 11th Annual Store Design Contest organised by Convenience Store News, the industry leading magazine in the United States. In fact, ZOOM is the only brand outside the USA to receive the award.

The 1,250 square foot store, designed in-house at ENOC exclusively for the world's most iconic building, was commended by the jury for 'exemplifying creativity and imagination that ultimately translates into more sales and happier customers'.

ZOOM was also awarded in the recent Retail Middle East awards as "Most Admired Retailer of the Year - Convenience store" category. A true testament to the role ZOOM is playing to serve the local communities.

Specializing in Food-venience

ZOOM has focused on healthy, fresh food options within its store. With the introduction of its Pronto café's in its stores, it offers customers a wide range of food on the go, all freshly prepared on site. It offers an extensive range of bakery and pastry products, as well as made-to-order sandwiches, salads and meals.

According to Alqufai, "There are 53 Pronto sections within the ZOOM network, which are a destination for people travelling to work in the morning or on their lunch break. Additional new products, many exclusively imported and only available in ZOOM stores in the UAE, are a further magnet on sites."

ZOOM has recently partnered with Starbucks to offer its menu in Pronto stores. Where there's no Pronto within a ZOOM convenience store, sites offer Starbucks On The Go self-serve kiosks. Ensuring customers have the choice with as many hot beverage options as possible is key for the brand.



"Exclusive Imports are another feature that's key to ZOOM's success," says Zaid Alqufai. "With our diverse customer base, we want to celebrate the residents of the UAE and ensure we provide them with their favorite products from home."

Community Involvement

Embodying the ethos of a friendly neighbor, corporate social responsibility, charity and community support play an important role in ZOOM's brand growth strategy. While, ZOOM's Ramadan Campaign in 2017 raised over AED488k with Bait Al Khair Charity, it also recognises and rewards employees for outstanding work and displaying exemplary performance in emergency situations.

ZOOM was a sponsor of the 2017 Middle East Film & Comic Con, engaging with the local community through a fun comic communication campaign that included engagement and lots of memorable rewarding moments for its fans.

Through its sponsorship of Dubai Sports World at the Dubai World Trade Centre, ZOOM helped create a friendly air-conditioned space for neighbors in the community to beat the heat with a few cool rounds fun sports and games.

For some summer fun, ZOOM initiated ZOOMtoons - a creative activity to engage with neighbors. The brand's in-house cartoonist popped by ZOOM stores across the nation to make caricatures of customers.

Similarly, sustainable living is core to ZOOM's values. With Solar Panels, VFR AC units, Motion detector lights among many other initiatives, ZOOM conserves over 50% energy savings.

ZOOM, indeed, is evolving into a neighborhood convenience store for one and all - be they young or old, health conscious or just hungry, for anyone from any part of the world, ZOOM is the one-stop shop for all their needs!

ZOOM is your friendly neighbor.

DISCOVER BUSINESS POTENTIALS

OVER 100 NEW SUPPLIERS AT THE NEWCOMERS AREA

Want to know what's trending? What's latest in the food industry? Then, head to the Discover Zone and Newcomers area at Gulfood 2018. Meet with over 100 new suppliers and their products. Discover new business potentials and return more informed.

Located at the Za'abeel Link, the Discover Zone will integrate physical products with digital displays for an optimal visitor experience.

Meanwhile, Newcomers area is an area dedicated to F&B companies that have never done business in the Middle East & North Africa region, and are exploring Gulfood to enter this market.

Gulfood 2018 promises a plethora of new services and innovations across the eight main primary market sectors reflecting consumer demand, at a time when global F&B community is gearing up to source the latest and best products at the best price.

The 8 sectors include: Beverages; Dairy; Fats & Oils; Health, Wellness, Free-form; Pulses, Grains, Cereals; Meat & Poultry; Worldfood and Power brands.

Beverages

The key trends and sales drivers in the Beverages sector include those with low or zero artificial sweeteners; plant-based varieties and beverages that are brewed in small batches using natural, local ingredients such as honey and agave.

Health and Wellness is the overarching singular trend dictating soft drink sales worldwide. And Middle East is no



exception. Functional, reduced sugar and 'superfruit' juices are high value categories getting more attention in the region due to growing young population and middle class, with an affinity to buy modern exciting soft drinks.

Similarly, specialist coffee shops is a fast-growing category in nearly every market targeting high income consumers in urban areas. Hot drinks in the Middle East and Africa region is much akin to global indicators, driven by a focus on a quality luxury experience, while emphasizing flavor, health and functionality, according to the Gulfood Global Industry Outlook report.

Dairy

The UAE with its developed modern grocery channels, will enjoy higher per capita sales than the average for the Middle East and Africa for cheese. However, product affordability and an underdeveloped cold chain

infrastructure in many markets remain key barriers to increased adoption of dairy products in many markets, says the report.

Yoghurt and sour milk products has seen a strong performance across most key markets, notably Algeria and Egypt, although it has seen a decline in Iran. In Egypt, a shift from unpackaged to packaged yoghurt helped fuel growth, while drinking yoghurts also saw a rise in popularity.

Key trends influencing the sector are greater product variety and more convenient products driving yoghurt sales; non-dairy milk alternatives becoming more popular and organic products among others.

Fat & Oils

Oils from sources such as vegetables, nuts and fish, are in high demand among health-conscious consumers who seek low-fat, low-cholesterol,

and low-calorie varieties. Similarly, low impact processing' varieties of oil (where nutrients are not destroyed by heat), such as virgin olive oil, raw coconut oil and cold pressed walnut oil are becoming popular, according to the report.

In fact, olive oil is set to be the most dynamic edible oil category in the Middle East and Africa. In the UAE, olive oil sales are driven by the increasing influx of Arab and Southern European expatriates. Growth for olive oil in UAE and Saudi Arabia is also driven by health-conscious consumers. Sunflower oil is commonly blended with other types of vegetable and seed oils, with lower unit prices and appeal to price-conscious consumers.

The edible oils category is predicted to record a 4% CAGR from 2017 to 2022 in the Middle East and Africa, a slightly higher growth than the world average, according to the report.



The future is likely to see mainstream meat brands moving away from conventional red meats towards healthier variants, such as organic meat or poultry, and possibly the addition of meat substitutes to their portfolios, says the report.

However, halal meat; natural and organic products containing zero enhancers and grains and locally sourced meat will continue to be the favourites.

Health, Wellness & Free-Form

Health conscious consumers are fast changing consumer trends in the food industry. Mindful eating is one of the latest shifts in consumer food and drinks perception. Consumers are more aware of what is included in the products than ever before. This is influencing purchase decisions, as these consumers look for minimally processed and natural food and drinks options, in line with the clean label trend.

There is an increasing desire for whole foods, ancient grains, green tea and plant-based proteins from nuts and seeds, as well as ingredients with particular health functionality. Similarly, vegan and gluten free products are fast becoming a popular choice. While people opt for products with low calorie options, they are also equally keen on longevity foods such as avocado oil and dragon fruit.



Pulses, Grains & Cereals

Yet again this sector is influenced by the popularity of organic products. An affordable source of protein, pulses are particularly important to health-conscious consumers. Also, because pulses are considered a cheaper alternative to meat among low-income consumers, the demand

is only expected to increase because pulses works well with high-protein, high-fiber, and gluten-free diets.

Trendy grains such as quinoa, buckwheat and spirulina, which suit paleo and other specialist diets are also a fad. Similarly, organic products are expected to become available, targeting both children and adults

Globally, pulses are set to record a CAGR of 3.2% over the next five years, according to the study. Children's breakfast cereals are forecast to see the strongest performance, with a 5% CAGR between 2017 and 2022.

Meat & Poultry

Concerns over health, environment and animal welfare, as well as changing demographics and tastes, have all contributed to red meat's waning popularity.

Meat substitutes continue to gain popularity, with consumers shifting from frozen to chilled variants. Processed red meat sales are under pressure with global retail volumes declining, and consumption in China and the US each showing a 3% decline.

World Food

A growing number of consumers are opting for organic products considering them to be healthier, more natural and greener.

The 5-day exhibition will host 120 country pavilions, carrying a raft of authentic, niche and natural products that cater to this consumer shift towards food that is traceable by origin and source.

The latest addition to Gulfood are pavilions from Estonia, Serbia and Slovak Republic.

Power Brands

Gulfood is a platform preferred by the power brands. And the UAE is one of the key markets that manufacturers and distributors alike are looking at in the Middle East. Especially now as consumers are questioning their values, priorities and purchasing decisions; deepening their engagement in the brands and issues that matter to them. Consumers are spending more on products that can make them better - healthier, more unique, more efficient, thriftier. Shifting consumer attitudes and behaviors will continue to cause disruption for business, with mobile technology and internet accessibility playing a key role in shaping these changes, says the report.

Though power brands have seen difficult market conditions, they have often outperformed their counterparts where there has been substantial differentiation and added value, as compared to smaller brands and private label. The need for quality products and services will continue to rise with a burgeoning population in the food and beverages sector.



HUNTER FOODS LAUNCHES NEW PRODUCTS

Hunter Foods had an amazing year since the last Gulfood! Hunter's gourmet hand-cooked potato chips has become more popular and loved than ever. While, heritage brands Safari/Aladin and AliBaba potato snacks are going strong.

Hunter's gourmet superfoods range has energized the widespread fitness movement in Dubai and the region. Its alternative snacks, Hunter's gourmet mixed vegetable chips, mixed fruit chips and beetroot chips are go-to item for anyone who want to snack on something different.

At Gulfood 2018, Hunter Foods is excited to announce new products and a whole new range of products to the UAE/GCC market and the world.

Hunter Deliciously Crinkled Potato Ridges comprise a range of products that was launched under the Hunter brand, continuing with the success of

the Hunter Rice Bites. They are made with the finest potatoes, slicing them thinner but with ridges, to give them that delicate crunchy texture. There are four mouth-watering flavours: Himalayan Pink Salt, Sweet Chilli, Creamy Cheddar and Jalapeno. The crinkles hold the bold flavours better in their waves, and give that extra indulgence of these delectable flavours.

Hunter Rice Bites have two new exciting flavours, Wasabi and Teriyaki Seaweed! The original two rice bites, Black Rice with Sea Salt, and Red Rice with Sea Salt, were an instant hit. Now with these two new flavours, the 'crunch crunch' rice bites promises to get even more interesting.

Hunter's Gourmet Baked Pretzels will have two new flavours: Pizza Flavours and Honey Mustard Flavour! After the launch of the first two flavours, with Sea Salt and with White and Black Sesame,

and their becoming an instant success, the two new flavours will provide consumers more choices. They are not just great for daily snacks, lunch boxes, but also perfect for serving at parties, as dipping chips, or can be had just on their own.

Hunter's Gourmet Hand Cooked Potato Chips will have another all-time-in-demand flavour, Wasabi, into its already popular range! They are made with the finest potatoes, with thicker cut to give sumptuous bites, hand cooked into perfection, then flavoured with the exotic Wasabi flavour. A 40gm of yumminess is totally MSG free and has no artificial flavours and colours.

Hunter's Gourmet Organic Superfoods range welcomes two new amazing superfoods joining the extensive collection, Organic Amaranth Seeds and Organic Maca Powder. Both of them are products of Peru. Amaranth Seeds is

packed with protein and is gluten free, perfect as a healthier substitute of regular gluten-containing grains. Especially for people who are gluten intolerant, celiac.

Maca Powder, a root vegetable and medicinal herb, is a native to the high Andes of Peru. It is mainly used for baking and as a health supplement.

Hunter Foods is a leading snacks and foods manufacturing, packaging and distribution company, based in Dubai. It is a family-run business, established in 1985. It distributes its own brands: Hunter's Gourmet, Hunter, Safari, Aladin and AliBaba, and exclusively distributes other leading brands, such as Lizi's, Nairn's, Sahale, etc.

Hunter Foods has been awarded Superbrands status for 5 consecutive years. It exports to 23 countries.

More info on www.hunterfoods.com. Hunter Foods stand at Gulfood 2018, Hal I 5, #507 & Hal I 6, #D6-29

SAMBAZON EXPANDING IN UAE

Sambazon, the pioneer of Açaí and Amazon Superfoods, is expanding its operations in the UAE with its frozen line distribution.

Sambazon is the leader in providing and distributing Açaí products worldwide, as global awareness for health benefits and the delicious taste of Açaí increases.

The company has presence in several international markets, and is now launching its brand at this year's Gulfood as part of the strategy to enter the Middle East. Outside of the USA, Sambazon introduced its organic, fair trade and non-GMO product line to Brazil, Australia, Korea, Japan, Indonesia, Singapore, Hong Kong, Costa Rica, the UK and Norway.

According to Ryan Black, Sambazon's CEO, Açaí will continue to grow in awareness, translating to additional products on the shelf.

"Industry numbers show huge growth rates in the export of Açaí from Brazil and also the number of entrants into the marketplace containing Açaí. Additionally, since the taste of Açaí is not only good but sophisticated (like a cola, chocolate or red grape), consumers don't get tired of it. Add the nutritional benefits which continue to become more substantiated and you've got a hot category that has a lot of open highway. We've developed brand and distribution, and as buyers dig deeper, they cannot help but find out about Sambazon and the highest quality we offer," he says.

Over the last 15 years, Sambazon co-founders Ryan and Jeremy Black have brought the Açaí berry and its numerous health benefits from the Amazon to the forefront of the health and natural food industry.

This is an exciting opportunity for

Sambazon to educate the Emirati consumer on the health benefits and versatility of Açaí.

Açaí provides a healthy combination of antioxidants, vitamins and healthy omega fatty acids.

In bringing Amazon superfoods to the world stage, Sambazon aims to create an international community of conscious consumers.

Expansion to the UAE market is among the first steps for Sambazon in a series to effectively build this engaged community and create positive change.

Founded in 2000, Sambazon is the pioneer for bringing Açaí to the US. Using honest, wild-harvested ingredients from the Amazon, Sambazon produces delicious products including the Sambazon Açaí Bowl, made from superfruit packs, fresh juices, energy drinks and

sorbets made from blends of Brazilian fruits and botanicals.

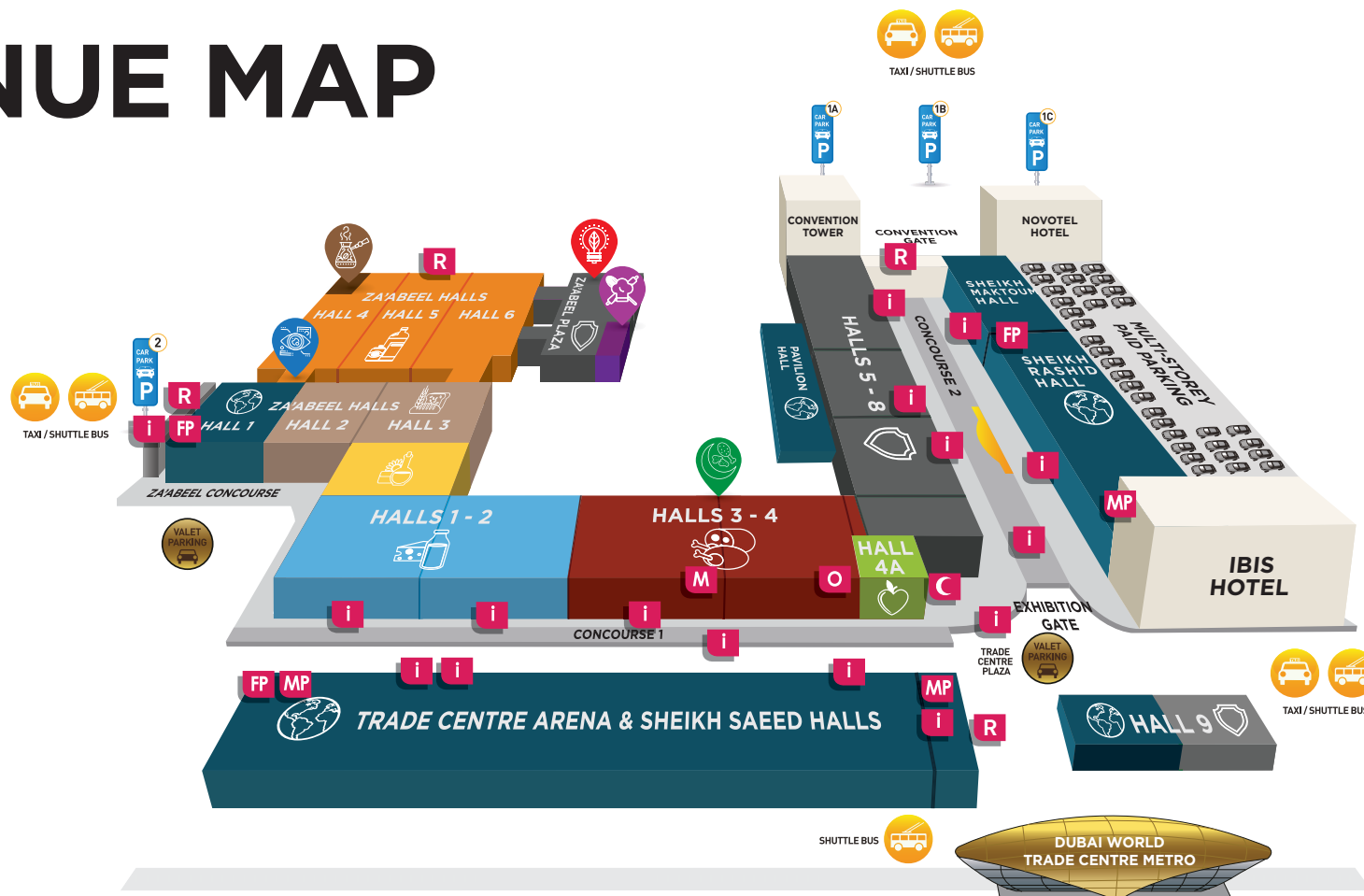
A socially and environmentally conscious company that uses commerce as a vehicle for positive change, Sambazon is committed to sharing Açaí wellness with the world in a way that supports people and planet.

The Company's Fair Trade partnership helps protect the Amazon rainforest, and benefits more than 30,000 family farmers, while bringing consumers the next level in Açaí nutrition.

Sambazon products are USDA Organic, Non-GMO Project Verified, plant-based, gluten free, dairy-free and made with Ecocert Fair Trade ingredients.

To learn more about Sambazon and creating positive change in the Amazon and beyond, visit www.sambazon.com and follow them on social media platforms.

VENUE MAP



POINTS OF INTEREST

- C** First Aid
- O** Organiser's Office
- R** Registration Area
- M** Media Centre (Al Ain F, above Hall 4)
- i** Information
- FP** Female Prayer Room
- MP** Male Prayer Room

SECTORS



FEATURES



OFFICIAL SPONSORS

Gold Sponsors



Silver Sponsors



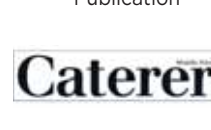
Category Sponsor (Meat & Poultry)



Category Sponsor Beverage



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Official Courier Handler



Official Chef Magazine



Official Knowledge Partner



Official Regional Magazines



Official Travel Partner



@more than
200 stores



ZOOM
your neighbor