



THE NEW FREE FROM HUB AT SANA RESTART: THE MAIN FEATURES

SANA RESTART marks the recommencement of activities at the Bologna Exhibition Centre and also the return of events dedicated to the Food sector.

There are many new features at SANA RESTART; these include the **Free From Hub**, a special space in which companies from the free from sector can present their new products and an event that will include a series of in-depth sessions.

The business of free from products is growing: according to market analysis conducted by Allied Market Research, the global market for free from products will exceed 161 billion dollars in value by 2026. Confirming this is also the data from the latest edition of the Osservatorio Immagino: in 2019 gluten free and lactose free foods generated 3.7 billion euros in sales, an increase of 2.6% on the figures from 2018.

Among the trends for free from products that continue to see positive growth are the products that are *low in sugar* or with *no added sugar* that saw, respectively, increases of +7.6% and +9.1% in sales. Also rising is the number of free from products on sale that in 2019 amounted to 13,153 products, a +1.4% increase on the previous year.

Also experiencing dramatic growth are “rich-in” products that now number 8 thousand different products, also thanks to the effects of the lockdown and the pandemic that focussed consumers’ attention on their health and eating habits. It is no coincidence that among the emerging trends the products that are “antibiotic free” recorded an increase of 62%.

Concerning the market linked to food intolerances and dietary restrictions, also in 2019 gluten free products dominated the rankings, both in terms of the number of products (which represented more than 14% of the 71,723 products analysed by the Osservatorio Immagino) and for sales value (that reached a share of 13.8% of the total for food). These were followed by the lactose free products that recorded an extremely positive increase in sales of +3.6% compared with 2018.

The Free From Hub aims to be both a tool and a meeting place for keeping up to date with the free from market and, therefore, thanks to the partnerships that have been established, the schedule of events will be packed with interesting content to promote activities to raise awareness, share information and provide training.

Paola di Giambattista, Healthy Food Specialist, will take an in-depth look at the issues linked to superfoods, healthy foods and preventing illness through diet (*Superfoods: edible prevention - Friday 9 October at 12 midday*).

Thanks to the company **P&T Consulting**, the first specialist integrated consultancy firm in the gluten free and free-from sector, there will be two in-depth sessions, one dedicated to online sales of gluten free



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products (*Communicating and selling to the gluten free market over web - Friday 9 October at 3.00pm*) and the other dedicated to Teff (*Teff: the wonder cereal – Sunday 11 October at 3.00 pm*).

Also speaking will be gluten-free chef **Marcello Ferrarini** who will be proposing some gourmet, allergen free dishes.

Together with the magazine **Funny Vegan**, two show cooking events have been organised and will be held by Veggie Situation from the Funny Vegan Academy. The first is on Saturday 10 October at 1.00pm with the title *Wellness Mixology: in search of new ingredients and superfoods for cutting edge mocktails* and the second on Sunday 11 October at 1.00pm entitled *Vegan and gluten free baking: healthy and tasty cakes for original breakfasts*.

The topic of free from breakfast will also be examined in depth by **Concetta D'Emma**, Food&Green Marketing Expert, with the seminar on Saturday 10 October *Wow Effect Hotel breakfasts in the Time of Covid, also for guests with different dietary habits*.

On Sunday 11 October the free from Hub will host the prize-giving ceremony for the **seventh edition of the prestigious competition, The World Gluten Free Beer Award** that recognises the best gluten free beers: this year there will also be a special prize for gluten free organic beers.

Thanks to the collaboration with the **Fondazione Est-Ovest** and with the company **Probios**, on Saturday and Sunday there will be a discussion about diet and preventing illness and environmental bio-sustainability.

These are just some of the events that will be taking place at the Events Area at the Free From Hub, the complete schedule is available on the website of SANA RESTART. (<http://www.sana.it/eventi/programma-eventi-free-from-hub/10451.html>).

To discover all of the news and the latest trends in the free from market, visit the Free from Hub (pavilion 33) at Sana Restart at BolognaFiere.



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