



FREE FROM SPECIALTY FOOD

16 - 17 JUNE 2026 • VIENNA, AUSTRIA

Fuel Your Brand's Growth in Europe's New Food Frontier at Free From Specialty Food Vienna 2026 where bold innovation, clean-label trends and rising consumer demand come together to shape the future of food in Eastern Europe.

Why Free From Specialty Food 2026 in Vienna is Your Gateway to Success

Free From Specialty Food 2026 is Europe's premier trade event dedicated to Natural and Healthy Foods, bringing together Free From, Specialty Food, and Wine brands with a diverse audience of retailers, foodservice professionals, and investors. Now is the time to secure your competitive edge. Don't miss the opportunity to **showcase your company** in Vienna. The statistics of the thriving edition in 2025 reveal the effectiveness of this exhibition for your company.



4000+ focused buyers
over both days



More than 500
Impactful Meetings

Benefit from business of the surrounding countries: Italy, Hungary, Slovakia, Czech Republic, Croatia, Germany, Switzerland and Poland

More about exhibiting



Check **our website**
for more information.



Click here to connect with our agents for the best booth options.



Unlocking Central Europe: Vienna's Role in the Future of Food

Vienna serves as both the **capital and a key gateway for food exports** to Eastern Europe. It is a strategic hub for the food industry across Central Europe. The "Free From" food categories such as vegan, plant-based, organic, allergen free, and low fat products are rapidly growing markets, fueling the demand for healthy food on retail shelves throughout **Central and Eastern Europe**. This was clearly **proven** during the previous edition of Free From Specialty Food, **where strong buyer interest and market activity highlighted Vienna's vital role in the region.**

In addition to its strategic location, June is an ideal time for retail buyers as it aligns with their purchasing decision cycle.



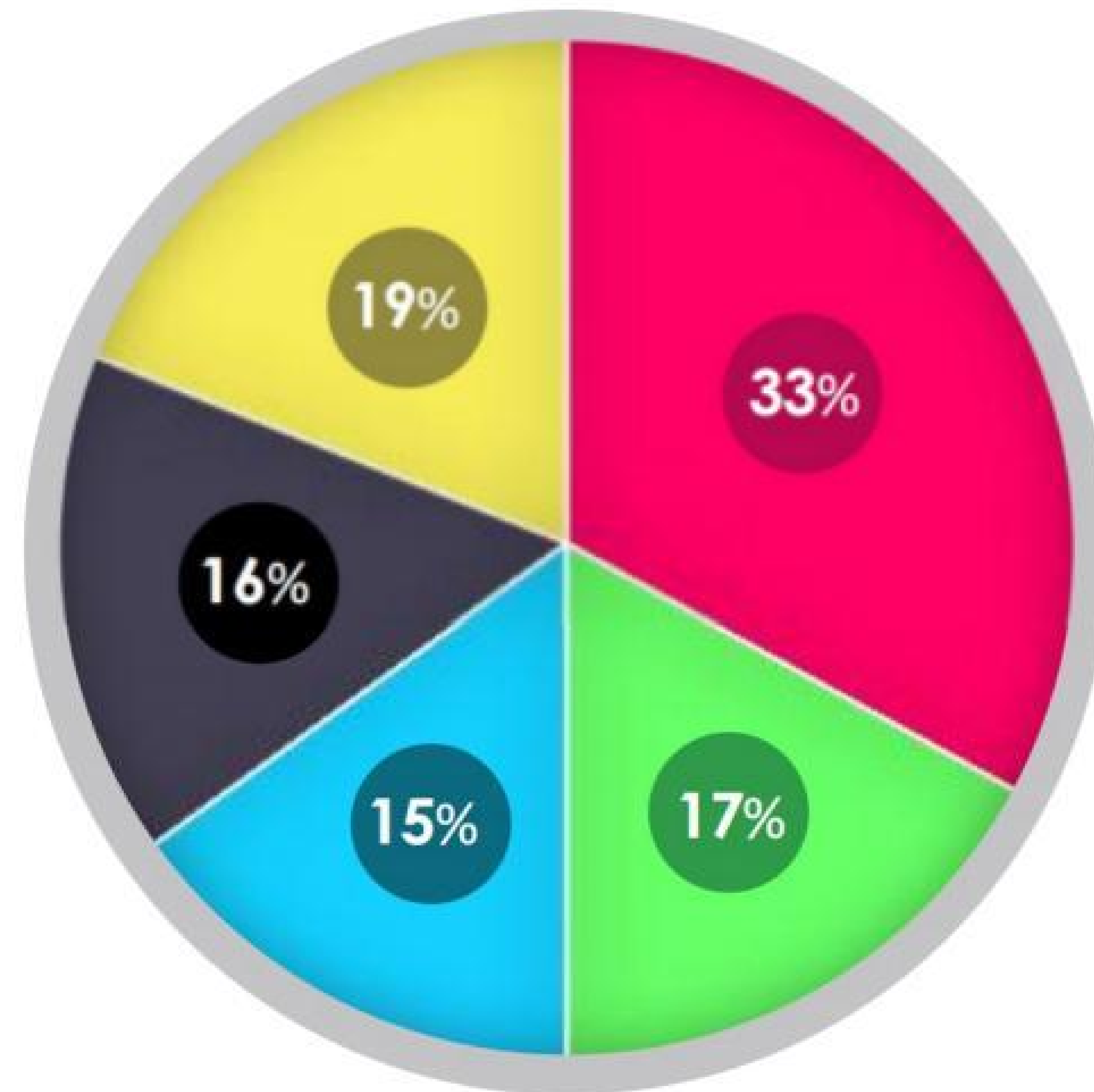
New Food Business connections with potential customers

based in Italy, Germany, Switzerland, Slovenia, the Czech Republic, Slovakia, Croatia, and Hungary



VISITOR PROFILE

- Supermarket Chains
- Food Industry
- Import/Trade
- Wholesales/Distributors



Other:

Specialty Retail
Delicacy-, Deli & Farm Shops
Independent Retail
Airport Giftshops
Foodservice/Caterers
Traders
Hotel Chains
Independent Caterers
Specialty Distribution Channel

● Type of visitors

Buyers, Category Managers,
Product Managers, Marketing
Management and Food
Professionals from Multiple
Retail - Independent Retail

EXHIBITOR PROFILE

- Food Manufacturers
- Free From Food Producers
- Specialty Food Producers
- Bio and Organic Food Producers
- Vegan and Plant-Based Producers
- Wine Producers & Traders
- Wholesalers
- Brand Owners & Private Label
- Food Ingredients
- Healthy Ingredient Suppliers
- National Coeliac Societies
- Consulting, Testing and Quality Management
- Research and Certification
- Country Pavilion Organizers
- Private Label Food Producers
- Supplement Producers



Which Retailers connected with exhibitors of the 2025 edition?

On the next page you will find a diverse range of retailers that visited Free From Specialty 2025, building valuable business relationships.



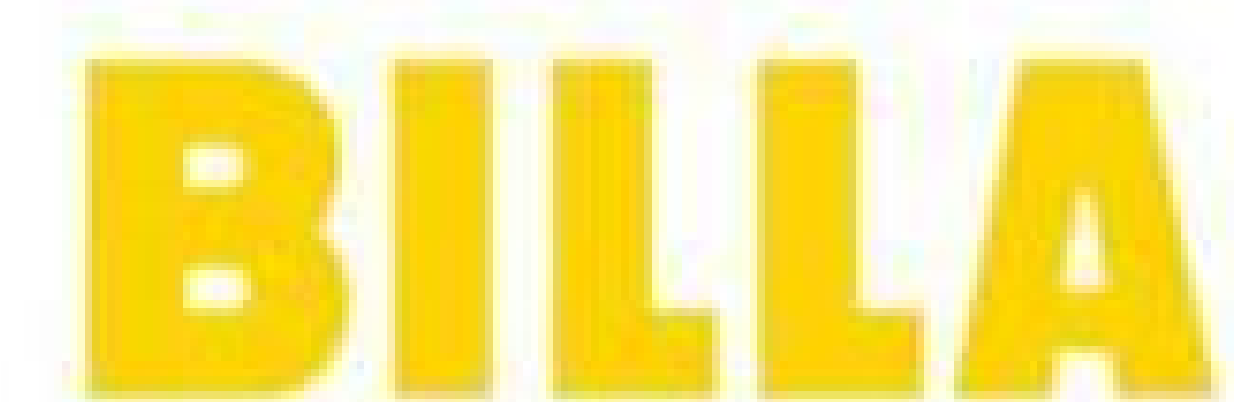
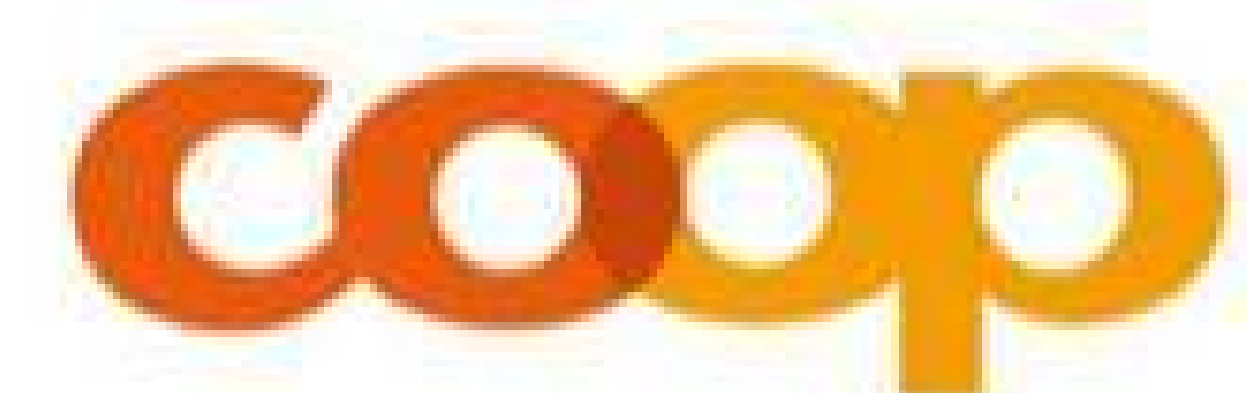
Connecting with Retailers

The 2025 edition in Vienna delivered exceptional value through its matchmaking opportunities, connecting exhibitors with high-caliber buyers managing annual budgets. Influential decision-makers from leading Eastern European markets including Spar Austria, Lidl Romania, and Metro Hungary engaged in high-impact discussions alongside regional retail powerhouses such as Billa, Rimi Baltic, and Kaufland.

This transformative gathering has already ignited numerous strategic partnerships and cross-border collaborations, laying the groundwork for an even more ambitious upcoming edition that aims to reshape the future of the food business across Eastern Europe.



Sainsbury's



Exhibitor Quotes:

"We were impressed by the visitor quality and had strong talks with major UK and European retailers."



"Our participation has exceeded our expectations and from discussions which I had with other exhibitors, it was a common impression."



"The exhibition attracted a highly targeted audience from surrounding countries. All the leads we generated were of excellent quality."

MCLLOYD'S



Official Aftermovie



Video Testimonials



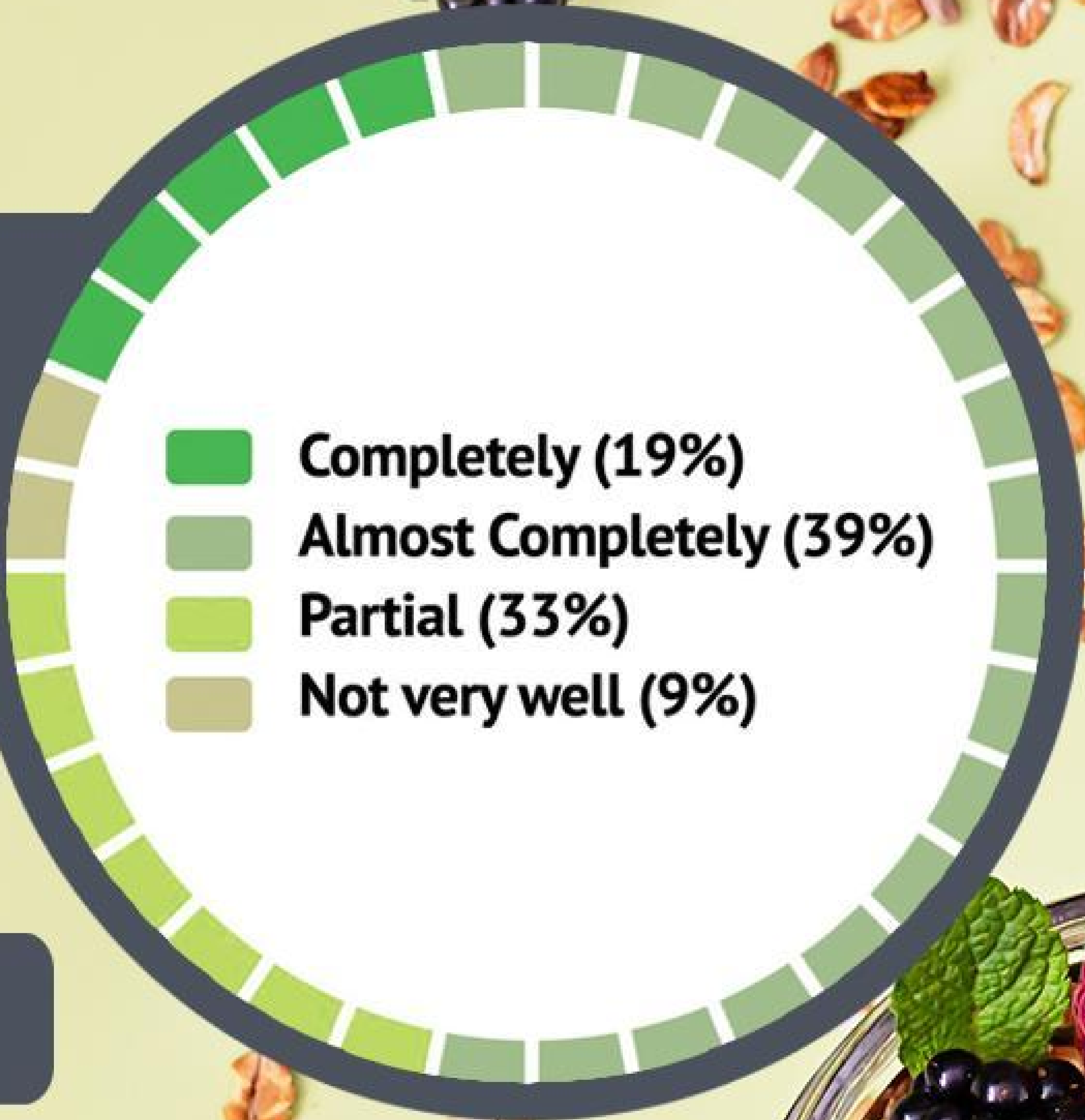
Exhibitor Insights: Key Statistics

Explore exhibitor statistics from previous Free From Specialty Food events, gathered through post-show questionnaires.

How did exhibitors rate the quality of the visitors?



How well did exhibitors reach their company objectives?



How important was it for exhibitors' business to participate?



PARTICIPATION

Stand Construction

Choose **Space Only** for a fully customized stand built from scratch, perfect for bold branding. Opt for a **Standard Shell Scheme** for a ready-to-use setup with basic walls, lighting, and flooring which is ideal for convenience and lower budgets.



Space Only

We will contact you to offer the option to organize your preferred customized stand construction with our stand builder.

Standard Shell scheme(€140,- per SQM)

Ready-to-use stand includes: separation walls; fascia with company name; carpet tiles; 1 spotlight per 6sqm;

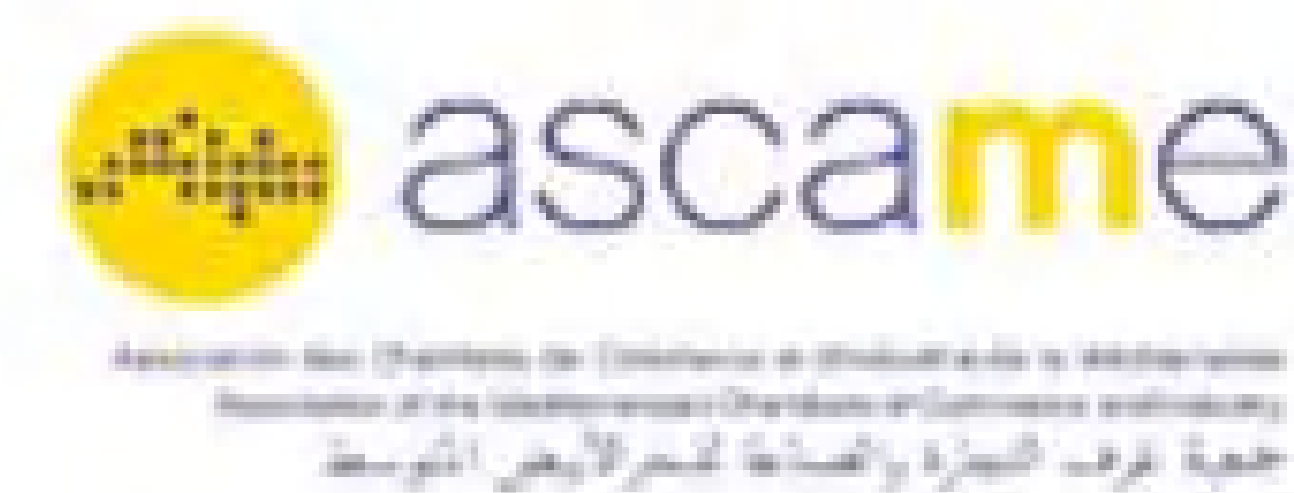
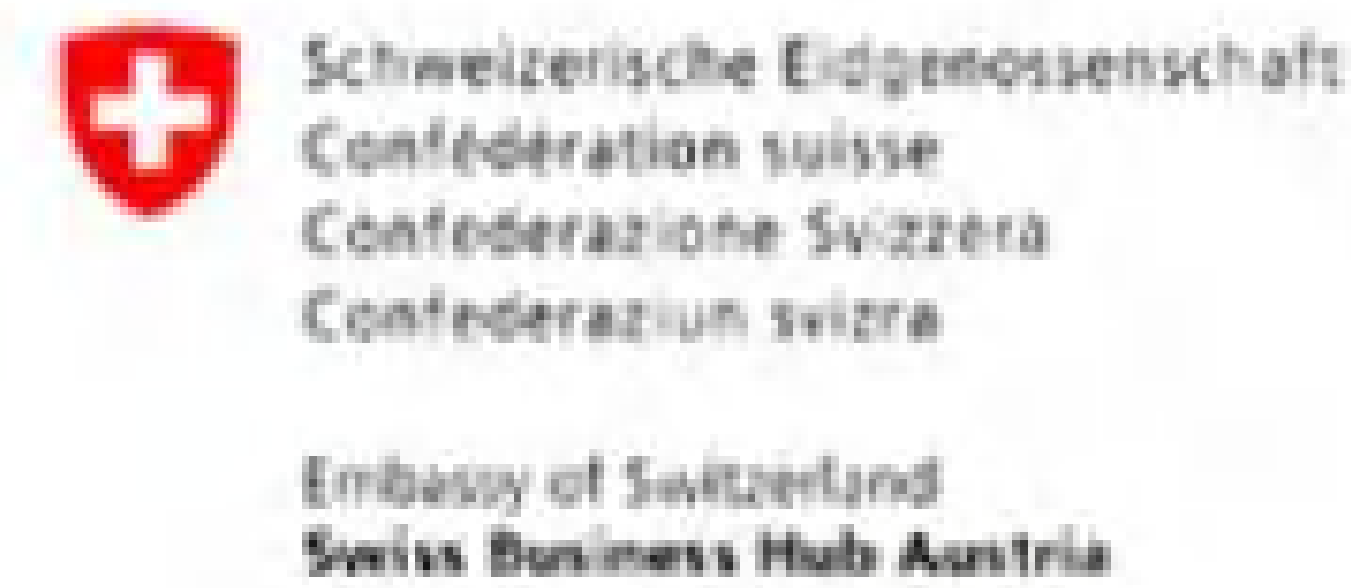


Click here to connect with our agents for the best booth options.



Partners

We are proud to showcase the official partners, both past and present, of Free From Specialty Food: visionary brands and organizations.



Contact us



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Live chat



Chat live with our exhibition
managers from 09:00 to 17:00 CEST.



**CLICK THIS LINK
TO START A SESSION.**

www.freefromfoodexpo.com

