



YOU ARE INVITED TO Nordic Natural Food and FFCR 2027

MalmöMässan · 22–23 September 2027

www.nordicnaturalfood.com/

Nordic Natural Food (NNF), formerly known as the Nordic Organic Food Fair (NOFF), is Scandinavia's leading trade fair for the natural food industry. Organic products are no longer the main focus of the fair, but rather one of several categories represented at the event (natural and non-organic, organic).

In 2027, **NNF** will be co-located with **Fast Food, Café and Restaurant (FFCR) Malmö** (<https://www.ffcr.se/>), uniting two premier industry events under one roof and forming a unified platform for organic, natural, retail, fast food, HoReCa (hotels, café, and restaurant, kitchen equipment, linen, furniture) sectors. For food and beverage professionals, this means one visit with broader supplier access, cross-category insights, and stronger business opportunities across Nordic and European markets.

If a food and beverage exhibitor already has a distributor and product seller, it is more appropriate to exhibit at FFCR. If the goal is to find entirely new partners and enter the market, NNF is the better choice.

Who visits the shows: retail buyers, importers, distributors, foodservice professionals, hospitality leaders, category managers, industry decision-makers.

Both fairs are strictly B2B — no consumer sales. This is where decision-makers come to discover new suppliers, build partnerships, and shape the future of natural food in the Nordic market and beyond.

The venue is **MalmöMässan**, Mässgatan 6, SE-215 32 Malmö (<https://www.malmomassan.se/en/>).

Book a stand:

- <https://www.nordicorganicexpo.com/book-a-stand/>
- different stand packages such as All-in (from 8m2), All-in mini (4-7m2), Start-up, Pavillion
- each stand package has a separate arrangement, see a link above (walls, carpet, spotlights), but equipment differs, e.g. All-in has a bar table and two bar chairs, All-in mini has a table
- Additional and desired equipment shall be bought separately at <https://shop.nordicexpo-service.com/en/NES/>
- **Stand price** consists from three components: stand itself (options can be selected from above listed), selected **EasyGo** package (includes marketing and lead generation tools to reach and engage your industry before, during, and after the trade show, three options: EasyGo Leads, Plus and Premium), and insurance (all-in).
 - All-in and all-in mini include *EasyGo Plus* and insurance
 - Start up (only for small companies on the market max 3 years old) includes *EasyGo Leads* and no insurance

2025 Fair Highlights

Visitor profile:

- 84% from the Nordic countries
- 14% from the rest of Europe
- 2% from the rest of the world

Key decision-maker roles in attendance:

Purchasers · Owners · CEOs · Import Managers · Purchasing Managers · Retailers · Business Development Executives

➔ Getting here

The trade fair place in Malmö is easy reached via international Copenhagen (from the airport via Öresund bridge to Malmö by train within 20 min., the first station Hyllie) or Malmö airports.

Contacts:

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