

Bologna, 8<sup>th</sup> September 2011

## PRESS RELEASE

### WHAT'S NEW AT SANA

**In Hall 34 new products are the snapshot of a new lifestyle and show the ability of businesses to respond to the needs of new consumers**

**Bologna, 8<sup>th</sup> – 11<sup>th</sup> September**

From the **food products** on display **two trends** clearly emerge: the **organic ready to go** and the **organic “free”**.

**The organic ready to go** responds to the need to eat healthy food even when there's little time to cook it. The **ready to go organic dishes** are increasingly popular with consumers: first courses and main dishes that just need heating up.

Also taking off is the idea of **organic ready to go for the workplace**, during the lunch break: for example, bowls of ready cut fruit topped up with cheese and nuts.

The ready to go dishes to take home vary from flans to vegetable pies, stews, paté, seafood salads, fresh wholemeal pasta, soups with pulses, lots of sauces for pasta and rice, grilled vegetables etc. and also desserts.

**Snacks** offer the chance for a little light-hearted indulgence.

**The organic “free”** is the answer to a rise in food allergies and intolerances as well as dietary requirements which completely exclude ingredients of animal origin. And **organic “free” means gluten-free, dairy-free, egg-free, yeast-free etc.**

The sector is responding with products which meet these needs, and in this area of Sana there are also many examples of biscuits and desserts.

Agave juice is often used instead of sugar, ideal also for diabetics.

**Amongst the products dedicated to well-being and beauty-care** there is a great deal of emphasis on product lines dedicated entirely to **children**.

Also on the rise is the number of businesses paying close attention to packaging: with careful selection of the materials being used, the use of recycled paper, offerings which go against the throw-away culture (such as washable nappies)

A wide offering of food supplements and natural remedies using herbal plants.

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