

# SupplySide<sup>®</sup> EAST

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WORLD'S BEST ASHWAGANDHA

# EXPO PREVIEW

**APRIL 18 & 19, 2023**  
Meadowlands Exposition Center  
Secaucus, NJ

[supplysideeast.com](https://supplysideeast.com)



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Secaucus, NJ

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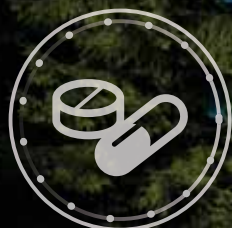
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# SEE YOU IN NEW JERSEY AT THE EAST COAST'S LEADING INGREDIENT & SOLUTIONS TRADESHOW!

We're more excited than ever to welcome you to [SupplySide East](#) this April for our best show yet! Our team is working hard on delivering you an exceptional event experience that will aid you in building new business relationships and reconnect you with your current partners. To inspire your next product innovation and get you in front of the newest trends, SupplySide East will showcase 220+ industry leading suppliers and service providers on a packed show floor and offer 8 education sessions at the Meadowlands Expo Center.

For the past 24 years, SupplySide East has been coming to the Northeast to bring together health and nutrition professionals from the dietary supplement, food and beverage, sports nutrition and personal care industries. If you're a professional with a concentration on Research & Development, Product Development, QA/QC, Purchasing, Supply Chain Management, Marketing, or Processing Innovation, this is an event you can't afford to miss.

Networking opportunities at this special two-day event will connect you with suppliers of ingredients, flavor and fragrance, manufacturing services, lab services, packaging services and more. Don't miss this opportunity to source the latest ingredients and services and discover what is driving success in the ever-important food, beverage, and supplement categories.

Within this Expo Preview you will be able to view all the details you need to plan a successful and enjoyable event experience including the complete Exhibitor List and Show Schedule. If you've been to the show before, we're excited to welcome you back! If you're new to our SupplySide community, we can't wait to welcome you this year. See you this April in Jersey.

**Jon Benninger**

Vice President & Market Leader,  
SupplySide Portfolio

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[linkedin.com/in/jonbenninger](https://www.linkedin.com/in/jonbenninger)

**Danica Cullins**

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[linkedin.com/in/danicacullins](https://www.linkedin.com/in/danicacullins)

# WHY ATTEND?

## 2

### Day Expo Hall

Connect with more than 220 leading suppliers of innovative ingredients, services, and solutions.

## 8

### Education Sessions

Gain insight into the latest science and trends in key categories including beverages, women's health, synbiotics, and healthy aging.

# Endless

### Networking Opportunities

Network with more than 2,700 decision-makers and industry experts from the global health & nutrition community



## Don't just take our word for it, hear from our past attendees...

“The EXPO was very critical to our company's growth as it was the catalyst for fostering new relationships to allow us to expand into more products and allow our company to network with packaging companies and ingredient suppliers to see if they could offer us more than our current business “partners”.”

“A great event to attend to expand your network and find new suppliers. It's a great opportunity to seek out new innovative ingredients and techniques that will drive your brand forward.”

“Attending this conference gave me the opportunity to meet my current suppliers and new ones face to face and learn about the current and future trends in my industry.”

LEARN MORE ABOUT ATTENDING

April 18 & 19, 2023 | Meadowlands Exposition Center | Secaucus, NJ

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# SCHEDULE

## MONDAY, APRIL 17

7am-5pm	Registration	Meadowlands Expo Center, Lobby
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## TUESDAY, APRIL 18

7am-12pm	Coffee Service	Meadowlands Expo Center, Lobby
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7am-4pm	Registration	Meadowlands Expo Center, Lobby
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9-10am	Build-A-Beverage: Factors to Consider When Developing New Products	Meadowlands Expo Center, Meeting Room
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10:30am-4pm	Expo Hall	Meadowlands Expo Center
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10:30-11:30am	Increasing Health Span and Life Span in Healthy Aging Products	Meadowlands Expo Center, Meeting Room
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12-1pm	Synbiotics and the Evolving Market for Microbiome Ingredients	Meadowlands Expo Center, Meeting Room
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1:30-2:30pm	Formulating For Women: What's Hot and What's Not	Meadowlands Expo Center, Meeting Room
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2:30-4pm	Happy Hour	Meadowlands Expo Center, Expo Hall
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3-4pm	Send Lawyers, Supps and Money	Meadowlands Expo Center, Meeting Room
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5:30-9:30pm	What's up with Supps*	ENVUE Hotel Weehawken, NoHu Rooftop Bar
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## WEDNESDAY, APRIL 19

8:30am-12pm	Coffee Service	Meadowlands Expo Center, Lobby
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8:30am-3:30pm	Registration	Meadowlands Expo Center, Lobby
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9-10am	Nutrition Business Journal Supplement Trends and Market Data	Meadowlands Expo Center, Meeting Room
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10:15-11:15am	Solving the Supply Chain	Meadowlands Expo Center, Meeting Room
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10:30am-12pm	"Thanks a Lox!" Bagels & Bubbly Brunch	Meadowlands Expo Center, Expo Hall
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10:30am-3:30pm	Expo Hall	Meadowlands Expo Center
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11:30am-12:30pm	Level Up Your Networking Skills	Meadowlands Expo Center, Meeting Room
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\* Separate registration required.

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# EDUCATION THEATER

*Meadowlands Expo Center, Meeting Room | Open to all attendees*

## **Build-A-Beverage: Factors to Consider When Developing New Products**

**Tuesday, April 18 | 9–10am**

In the first-ever, beverage-specific education session at SSE, we're going beyond low-ABV and no-sugar spirits to discuss other trends in this category. Functional ingredients, flavors, colors—you name it, we'll talk about it. With 2023 in full swing, consumers are maintaining the focus on health and immunity they cultivated during the pandemic and are seeking out beverages that provide these attributes without sacrificing flavor and enjoyment. Mushrooms are on the rise because of their immune-boosting properties, new and exciting flavors are dominating the market, and colors are more important than ever. Learn more about how these things are changing the beverage world. This session will cover:

- Market overview
- Functional beverages – the future of mushrooms and other immune-boosting ingredients
- Flavor town – what are the best ingredients to use to flavor beverages?
- The future of beverage packaging

### **Speakers:**

- Scott Frohman, Founder & CEO, Odyssey Wellness
- Sam Kressler, Founder, Stir Innovation
- Diane Ray, VP of Strategic Innovation, Natural Marketing Institute (NMI)
- Candace Smith-Lee, Senior Beverage Scientist, Olam

## **Increasing Health Span and Life Span in Healthy Aging Products**

**Tuesday, April 18 | 10:30–11:30am**

The Fountain of Youth had its 15 minutes of fame, but it turns out that people don't really want to live forever, but they do want to live healthy and vibrant lives for as

long as possible. With a greater understanding of how dietary measures can turn gene expression on and off, we will explore vital topics for formulators including:

- How mitochondrial support ingredients is the next frontier
- The Longevity Wheel as a means of defining metrics to healthy aging
- Classic ingredients and up-and-coming formulations

### **Speakers:**

- Ellen Schutt, Managing Director, GOED
- Christopher Shade, Founder & CEO, Quicksilver Scientific

## **Synbiotics and the Evolving Market for Microbiome Ingredients**

**Tuesday, April 18 | 12–1pm**

Probiotics have long been category leaders when it comes to the microbiome and have been central players in the finished products consumers reach for when they see solutions for digestive wellness. But slow growth and a sales slide from historic highs for probiotic supplements has the spotlight on new, complex synbiotic combinations of pre- and probiotics—driven by research that continues to connect microbiome health to every other system of the body.

This session will explore the changing landscape for microbiome ingredients, and:

- The marketing of microbiome-focused ingredients broadly playing better in food and beverages instead of supplements, and the push beyond pills and powders
- Evolving evidence of microbiome makeup and the effects on cognition, bone and joint health, and immune response
- The impact of postbiotic ingredients on the



landscape for complex, condition-specific formulations

#### Speakers:

- Brandon Casteel, VP of Channel Partnerships, SPINS
- Dr. Ralf Jaeger, Managing Member, Increnovo LLC
- Len Monheit, Executive Director, Global Prebiotic Association

## Formulating For Women: What's Hot and What's Not

**Tuesday, April 18 | 1:30–2:30pm**

The health and nutrition industry has tried its best to move beyond “shrink it and pink it,” but has it gone far enough? With a lack of scientific research on women, an unclear understanding of how pregnancy, post-pregnancy, and menopause impact nutritional needs, and few women in decision-maker levels, we can do a lot better. This interactive session will discuss what the industry is doing well, and the areas for improvement. Come for the lively discourse, stay for the:

- Essential (but often overlooked) biological factors to consider in formulating women's products
- Emerging scientific findings and their impact on future products
- Gaps in the women's supplements market
- A special shoutout to creatine

#### Speakers:

- Salma Fathalla, Senior Director, Quality & Regulatory, JD Therapeutics
- Karen Hecht, Scientific Affairs Manager, AstaReal, Inc.
- Sandra Lee, CEO, NJ Labs
- Abbie Smith-Ryan, Professor, UNC

## Send Lawyers, Supps and Money

**Tuesday, April 18 | 3–4pm**

As any industry insider knows—and contrary to what you might hear in the mainstream media—the dietary supplements industry is actually a quite well-regulated

class of safe consumer goods. That has not kept Congress, state legislatures or class-action lawyers from taking aim at the supplements market. This interactive roundtable discussion with industry leaders will dig deep into today's most pressing regulatory and legal issues facing the dietary supplement industry in 2023. Unwind at this event with a beer or cocktail and join the fray to discuss:

- State initiatives to rein in weight-loss and muscle-building products to minors
- DSHEA exclusionary clause the FDA is using to target CBD, NAC and NMN
- Mandatory product listing, CBD, expanding HSAs/ FSAs to dietary supplements and other legislative initiatives
- State of litigation

#### Speakers:

- Rend Al-Mondiry, FDA and FTC Attorney, Amin Talati Wasserman, LLP
- Kevin Bell, Partner, Arnall Golden Gregory LLP
- Duffy MacKay, SVP, Dietary Supplements, Consumer Healthcare Products Association
- Megan Olsen, SVP & General Counsel, Council for Responsible Nutrition

## Nutrition Business Journal Supplement Trends and Market Data

**Wednesday, April 19 | 9–10am**

What is the market telling us? Nutrition Business Journal has the answers. The industry's bellwether source for future casting consumer sentiment, NBJ has long been the source for charts, reports, the premier in-person C-level event, and the eponymous monthly journal. Get a peek inside NBJ

- The state of the industry 2023
- Consumer insights that will help direct your business in the year ahead
- The complementary organization between NBJ data and NEXT insights

#### Speakers:

- Bill Giebler, Director, Content, Informa

- Claire Morton, Senior Industry Analyst, Informa
- Hank Schultz, Senior Editor, Natural Products Insider, Informa

## Solving the Supply Chain

**Wednesday, April 19 | 10:15–11:15am**

Covid well and truly upended the world, and companies are feeling pain points. Supply chain challenges are at the forefront of global and industry concerns. Confronting labor, logistics, staffing, shipping, pricing, access, and an undeniably growing list of disruption needs great attention. We will hear from leaders about their supply chain obstacles, and what they are doing to meet these challenges and solve for the future.

- With the Ukraine war in mind, how hard is it to shift your supply chain from China to other areas that contain less hazardous baggage?
- How to deal with the sustainability imperative with ingredient shortages and a scarcity of resources
- Learn about the exceptional challenges to creating ethical, ecological and fair herbal products in a complicated herbal business

### Speakers:

- Ann Ambrecht, Director, Sustainable Herbs Program
- Shaheen Majeed, CEO, BGG World

## Level Up Your Networking Skills

**Wednesday, April 19 | 11:30am–12:30pm**

Apply lessons learned from “Identifying the Elephant in the Room” Sexism Seminar Series to become a more effective networker at conferences. Learn from mentors in the series best practices for making a good first impression, moving beyond surface talk, recognizing exit cues, avoiding conversation stoppers and making genuine connections. Participate in a speed networking style workshop to test your skills. Walk away with new and more powerful connections.

### Speaker:

- Amy Summers, Founder & President, Pitch Publicity & INICIVOX®

## NSF TRAINING COURSES

**Virtual Training April 21–May 2**

*Separate registration required.*

SupplySide East has again partnered with NSF Health Sciences to offer you education courses to expand your industry knowledge on regulatory requirements and risk mitigation. Virtual courses will take place within the NSF Health Sciences platform in the two weeks following the show.

Courses include:

- Dietary Supplement Label Compliance
- 21 CFR 111 Dietary Supplement GMP Overview
- Dietary Supplement Internal Auditing Training
- Root Cause Analysis (Investigative and Justification Writing)

**View course details and register today at [supplysideeast.com/NSFtraining](https://supplysideeast.com/NSFtraining).**

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# REGISTRATION OPTIONS

## Expo Hall Pass

Includes access to:

- 2-day Expo Hall featuring 220+ Exhibiting Companies showcasing their latest ingredients, solutions, products and services
- All education sessions happening at the SupplySide Education Theater
- Happy Hour (April 18)
- "Thanks a Lox!" Bagels & Bubbly Brunch (April 19)

### Early

Reg Open—Feb 28

**\$149**

### Advanced

March 1—April 12

**\$249**

### On-Site

April 13—Onsite

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**Register today using promo code EXPOPREVIEW  
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**REGISTER!**

*\*Promo code not valid on existing registrations. Expires 2/28/2023*

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# ATTENDEE RECEPTIONS

## Happy Hour

Tuesday, April 18

2:30–4pm

### Expo Hall

Cheers to a great Opening Day during this special happy hour! Network with old colleagues and new partners, and find complimentary bites and beverages throughout the show floor on the afternoon of Day 1.

*Open to all attendees.*

## “Thanks a Lox!” Bagels & Bubbly Brunch

Wednesday, April 19

10:30am–12pm

### Expo Hall

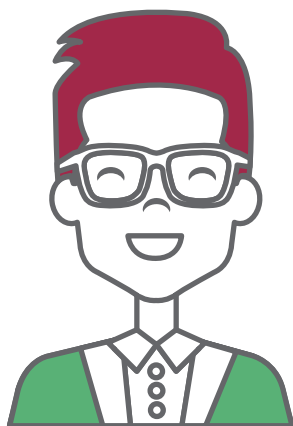
Nothing says East Coast breakfast like a classic, New York style bagel! Kick off Day 2 of SupplySide East with a fresh, hand-rolled water bagel, accompanied by a cup of hot coffee or a bubbly mimosa. “Thanks a Lox” for being part of SupplySide!

*Open to all attendees.*

## ASK SUNNY!

Sunny is SupplySide East’s official Chatbot and is here to help answer all your questions about the show.

**TEXT SUNNY AT  
844.991.3773  
OR SCAN THE QR CODE**



“How can I help you?”

“What are the education session topics?”

“Where can I find the exhibitor list?”

“When are the networking events?”

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atoznutritioninc.com

**Abinopharm Inc.**  
abinopharm.com

**Actichem**  
actichem.fr

**Aceto U.S. LLC**  
aceto.com

**Aditya Chemicals**  
adityachemicals.in

**AIC/LBB Specialties**  
aicma.com

**AIDP Inc.**  
aidp.com

**Aker BioMarine Antarctic US LLC**  
akerbiomarine.com

**Alfasigma USA**  
healthscienceusa.com

**Aloe Oil and Butter**  
aloeoilandbutter.com

**American Custom Drying (ACD)**  
acdprocessing.com

**American Laboratories**  
americanlaboratories.com

**American Lecithin Co.**  
americanlecithin.us

**American Natural Lab**  
americannaturalproductsllc.com

**American River Nutrition LLC**  
americanrivernutrition.com

**Analytical Resource Laboratories**  
arlmicro.com

**Anderson Global Group**  
andersonglobalgroup.com

**Ankaim Inc.**  
ankaim.com

**Applied Food Sciences (AFS)**  
appliedfoods.com

**ArcticSource1**  
arcticsource1.com

**Asiameica Ingredients Inc.**  
asiameicaingredients.com

**AstaReal, Inc.**  
astarealusa.com

**Athos Collagen Pvt. Ltd.**  
athoscollagen.com

**AuNutra Industries Inc.**  
aunutra.com

**Aviva Natural Supplements**  
avivanaturals.com

**Balchem Human Nutrition & Health**  
balchem.com

**Bariatric Nutrition Corp**  
bariatric-europe.com

**Barrington Nutritionals**  
barringtonchem.com

**BDS NATURAL PRODUCTS**  
bdsnatural.com

**Bio-Botanica Inc.**  
bio-botanica.com

**BioCell Technology LLC**  
biocelltechnology.com

**Biogel Capsules Corp.**  
gdlcap.com

**Bionap USA Inc.**  
bionap.com

**Bloomage Biotechnology Corp. Ltd.**  
bloomagefreda.com

**Bright Pharma Caps Inc.**  
jcbright.com

**C.I. Nutreo SAS**  
nutreo.co

**California Natural Color**  
californianaturalcolor.com

**Carmi Flavor & Fragrance Co. Inc.**  
carmiflavors.com

**CCL Label Inc.**  
cclind.com

**CCPIT Sub-Council of Chemical Industry**  
ccpitchem.org.cn

**Certified Group**  
certified-laboratories.com

**Charles Bowman & Company**  
charlesbowman.com

**Chengdu Wagott Bio-Tech Co. Ltd.**  
wagottbio.com

**Chenguang Biotech Group Co. Ltd.**  
cn-cg.com

**Chenland Nutritionals Inc.**  
Chenland.com

**China Chamber Of Commerce for Import & Export of Medicines & Health Products**  
cccmhpie.org.cn

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em-herb.com

**Ecuadorian Rainforest**  
intotheRainforest.com

**EMBOCAPS & GELTECH by Suheung-America Corp.**  
unicapsllc.com

**Entera Health Inc.**  
enterahealth.com

**ESHA Research**  
esha.com

**Euromed USA**  
euromedusa.com

**Express Tubes**  
expresstubes.com

**Farlong Nutraceutical**  
farlong.com

**Forward Farma Inc.**  
forwardfarma.com

**Fruit d'Or Nutraceuticals**  
fruit-dornutraceuticals.ca

**Fuji Chemical Industries USA Inc.**  
fujichemicalusa.com

**Fuller Enterprise USA Inc.**  
fulleringredients.com

**GC Ingredients Inc.**  
gcingredients.com

**Gelita USA**  
gelita.com

**Gencor**  
gencorpacific.com

**Generichem Corp.**  
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gnosisbylesaffre.com



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**Halal Certification Services USA**

halalcs.us

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**Shanghai EGT Synbio Group Co. Ltd.**

qufair.com

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**Health Genesis**

healthgenesis.com

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**Hebei Meishen Technology Co. Ltd.**

magnesiumking.com

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**Hemprise**

hemprise.com

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**Herbally Yours**

herballyyours.net

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**Horphag Research USA**

pycnogenol.com

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**HOWTIAN**

howtiangroup.com

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**HP Ingredients**

hpingredients.com

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**HPS Food & Ingredients**

hempproductionservices.com

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**Huangshan Capsule**

hsjn.com

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**Huisong Pharmaceuticals**

huisongpharm.com

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**Hunan Nuoz Biological Technology Co. Ltd.**

hnnuoz.com

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**NutraPak USA an Icelandirect Company**

icelandirect.com

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**IEH Laboratories & Consulting Group**

iehinc.com

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**IFC Solutions**

intlfoodcraft.com

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**Ikeda Matcha**

ikedamatcha.com

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**Indena USA**

indena.com

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**India Glycols Ltd.**

indiaglycols.com

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**Ingredients Online**

ingredientsonline.com

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**innoVactiv Inc.**

innovactiv.com

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**Inutra Solutions Inc. USA**

lnutrausa.com

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**Iris Naturals International**

irisnaturals.com

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**James Farrell & Co.**

jamesfarrell.com

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**Japan Bio Science Laboratory Co. Ltd.**

jbsl-net.com

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**Jebsen & Jessen Life Science Inc.**

jj-lifescience.com

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**JHD Corp**

hongdaherb.com

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**Jungbunzlauer**

jungbunzlauer.com

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**Kaneka Probiotics**

kaneka.com/kaneka-americas

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**Kemin Human Nutrition & Health**

kemin.com

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**KSM-66**

ixoreal.com

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**Kunzheng Biotechnology Co. Ltd.**

kunzhengbiotech.com

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**Kyowa Hakko**

kyowa-usa.com

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**Lakanto**

sarayausacopacking.com

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**Lalilab, Inc.**

lalilab.com

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**Layn Natural Ingredients**

layncorp.com

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**Lefan Capsule International Inc.**

lefancaps.com

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**Lemnature AquaFarms USA Inc.**

LemnatureUSA.com

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**LFA Machines**

lfamachines.com

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**Lipogen Products Ltd.**

lipogenbio.com

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**Martin Marietta Magnesia Specialties**

magnesiaspecialties.com

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**Matrix Life Science Inc.**

matrixlifesciences.com

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**Maypro Industries**

maypro.com

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**Mibelle Biochemistry**

mibellebiochemistry.com

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**MIDI Labs**

midilabs.com

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**Mineral Resources International**

mineralresourcesint.com

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**Mitsubishi International**

Food Ingredients

mifiusa.com

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**MJS Packaging**

mjspackaging.com

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**Monk Fruit Corp.**

monkfruitcorp.com

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**Natconbiolife Sciences Pvt. Ltd.**

natconbiolife.com

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**Natural Wellness Now**

Health Products Inc.

inc.com/profile/Natural-Wellness-Now-Health-Products

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**Naveh Pharma**

navehpharma.com

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**Newgen Biotech USA Inc.**

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**NP Nutra**

npnutra.com

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nulivscience.com

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nutratar.com

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**NutriOriginal Corp.**

starhiherbs.com

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**NutriScience Innovations LLC**

nutriscienceusa.com

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**Nutritional Outlook Magazine**

nutritionaloutlook.com

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**One Supply Inc.**

onesupply.co

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**Pacific Rainbow International**

prinutrition.com

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**PanaSource Ingredients Inc.**

panasourceusa.com

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**PB Leiner**

gelatin.com

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**Perimondo LLC**

perimondo.com

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plthealth.co

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prachinchemical.com

**Premier Packaging Corporation**  
premierpackagingcorp.com

**Pretium Packaging**  
alphap.com

**PROVA, Inc.**  
prova.fr

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