



Natra confirms its presence at the ISM International Fair 2017

Madrid, January 19, 2017 - Natra, a multinational company dedicated to the manufacture of chocolate and cocoa derivatives, has confirmed its attendance at the world's largest sweets and snacks trade fair —ISM 2017—, where it will exhibit its new product line for 2017.

The fair will take place from January 29 to February 1 in Cologne (Germany), and is considered the most important business and communication platform in the sector. For this reason, Natra has been attending this unmissable event for over 30 years.

For the duration of the four-day fair, Natra's 170m² stand will serve as a meeting point for both current and potential clients.

In addition to the Natra's current product catalogue, the company will also present and gather first impressions of their new products and formats designed for 2017. Natra's line of innovation for 2017 responds to current market trends in different product categories: "on the go" and "convenience" in the countlines category, "sustainability" and "healthy" in the spreads category, and "premium" in Belgian Specialties category.

In terms of industrial goods, Natra is also inspired by emerging worldwide trends. Cocoa is still used, to a greater or lesser extent, as an ingredient in the wide range of products known as *Confectionery*. "This drives our R&D team to constantly research and test new products", states Carmen Martínez, Industry Sales Director. Continuous innovation enables Natra to work dynamically with all its clients, constantly offering new flavours and applications to consumers, which is a clear example of growth in this sector.

It is worth highlighting that the last edition of the trade fair saw attendance records broken with 38,500 visitors coming from some 146 countries; a very positive outcome which also reflected in Natra's stand.

About Natra

Natra is a multinational company which originated in Spain which manufactures chocolate and products derived from cocoa. The company has more than 1100 employees around the world and six specialised centres of production in Spain, Belgium, France, and Canada.

Natra has two type of products: consumer products (countlines, Belgian specialties, tablets, and spreads) and industrial products (cocoa derivatives, mainly cocoa powder and butter, and industrial chocolate for food industry).

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