



THE 2025 NATEXPO AWARDS: NEW INITIATIVES FOR A MORE VISIBLE, COLLECTIVE AND ENGAGED ORGANIC SECTOR

30 November– 2 December 2025 – Paris Porte de Versailles

For their 20th anniversary, the Natexpo Awards are bolstering their role as a springboard for organic innovations by adding a new vegan category, a people's favourite award, and offering greater support to award winners.

In 2025, the Natexpo Awards, organised as part of the Natexpo tradeshow, are celebrating their 20th anniversary. Ever since their launch, they have consistently singled out the most innovative and impactful organic products on the market. To mark this anniversary edition, the event is stepping up a gear with extended categories, a public vote, increased support... and the backing of an impassioned patron, chef Jean-Paul Terrusse, a leading light in the food transition in collective catering.

STRATEGIC ADJUSTMENTS

For this milestone edition, the Natexpo Awards are turning a corner and adopting new orientations in phase with the changing face of the organic goods market.



Florence Roublot, Natexpo Exhibition Director :

“ We have taken the step of bringing a new, collective aspect to the Natexpo Awards, centred around action and dialogue. By highlighting responsible initiatives, inviting input from the public and enlisting support from the retail sector, we are demonstrating our role as a catalyst for organic brands ”



The patron of the 2025 Awards: Jean-Paul Terrusse

An ambassador for 'Cuisinons + Bio' and the founder of the 'Référentiel Restauration Collective' guide, the well-known chef Jean-Paul Terrusse deploys his expertise where professional sphere and citizenry coalesce. With more than 400,000 followers on social media, he contributes to transforming the image and practices of collective catering by demonstrating the synergies between innovation, organic food and on-premises cooking.

Three new developments for the 2025 Awards :



AN 11TH CATEGORY DEDICATED TO VEGAN PRODUCTS

This new distinction bears witness to the growth in responsible plant-based consumption gradually establishing itself on the market.



INTRODUCTION OF A 'PEOPLE'S FAVOURITE' AWARD

For the first time, visitors and members of the Natexpo community will be able to vote for one of the winning products selected by the jury. This new award will give a greater voice to responsible consumers.



INCREASED SUPPORT FOR WINNERS

provided by five key partners in the organic sector who actively contribute to enhancing the visibility, ramp-up and commercial organisation of the winning brands.

There are now a total of 11 categories in the Natexpo Awards, covering all areas of organic products - from food to skincare and point-of-sale equipment. Among them, the international special mention, which is still active, highlights the innovations of foreign exhibitors.

FIVE PARTNERS FOR AN EFFICIENT PATH TO MARKET

Today, the Natexpo Awards are drawing on the support of five major partners from the specialist organic retail sector, each bringing operational assistance through individual meetings.



Winning products will be showcased in a 35,000-copy magazine, and through point-of-sale promotion and a regional action plan.



Nationwide visibility, presence in nationwide brochures and direct connections with member shops.



The winning products will be given preferential treatment in their network of shops.



Strategic support for distribution to customers, with specific attention paid to promoting emerging brands.



Winners will be supported in their listing in the catalogue.

This unique support combination will help winners effectively accelerate their business development and earn greater legitimacy among the sector's professionals.

RECOGNITION FROM EXPERTS, A TRANSFORMATIONAL LEVER FOR BRANDS

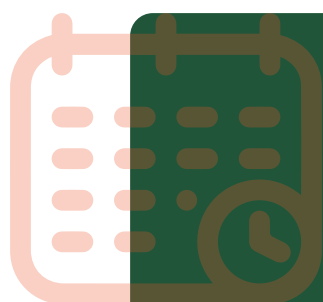
Since their launch, the Natexpo Awards have distinguished hundreds of innovative organic products, some of which have since become go-to products in specialist outlets.

Playing the role of trend barometer, the competition helps identify the weak signals on the market and support the brands that are shaping the organic world of the future.

The judging panel, made up of journalists, retailers and industry experts, examines each entry according to a strict set of criteria: originality, product innovation, consumer benefit, composition, and market potential. To cater to the growing diversity of entries, the jury is likely to be enlarged in 2025 to 12 members.

This rigorous selection procedure underpins the value of the Natexpo Awards, which stand out as a reliable professional hallmark, a lever for market credibility and a development booster for the winners through:

- A display of the winning products at the show entrance,
- Promotion in the official Natexpo publications and social media,
- Exposure through the media and after the show by partner retailers
- Individual meetings with partner networks to facilitate their retail market penetration.



Timeline

6 June:
closing date for entries

8 July:
Judging panel convenes

Early September:
Official announcement of winners to the media (under embargo until this time) and people's vote opens

30 November:
Awards ceremony at Natexpo Paris

Further information and entries at this link: : <https://natexpo.com/en/animations/trophees-natexpo/>

ABOUT...

SPAS ORGANISATION is the largest French organiser of tradeshow and consumer events dedicated to organic products, nature, wellness and art de vivre. SPAS ORGANISATION organises 20 events and trend forums, and supports federations, organisations and local authorities in event strategy and deployment. More information at www.spas-expo.com

NATEXBIO is a federation that mobilises the action of its members, national organisations representing the links in the organic chain (COSMEBIO, FOREBIO, SYNABIO, SYNADIET et SYNADIS BIO) as part of their relations with a multitude of public and para-public organisations. Promoting the consistency of their initiatives, Natexbio contributes to a collective drive to develop and provide structure to the organic market. More information at www.natexbio.com