



CHFA West – Get ready for Herbaland!

Herbaland is excited to be a part of CHFA West 2020. The expo is being held at the beautiful Convention Centre in Downtown Vancouver. The weekend will be packed full of gummies, zero-waste solutions and sneak peeks of products launching for this year.

At the expo, attendees will be able to sample our entire product line – yes all of our products. This means if you haven't had a chance to try out any of our brand new gummies, such as our Iron Plus, Electrolyte Gummies, or Immune Plus, this is your chance.

Looking for an easy way to boost your energy during a workout? Or are you in need of antioxidants? We got you covered! We will be giving out sneak peeks of our Pre Workout Gummies and Acai Berry Twist Gummies during the entire weekend too! Both gummies are set to debut this year, so get your taste buds ready!

What we are most excited for is the opportunity to showcase all of Herbaland's zero-waste initiatives for 2020. Herbaland's mission is to not only minimize our impact on the planet and help our customers to do the same, but to also show other companies that there are so many solutions to the traditional wasteful ways. Especially as a manufacturer, we are aware of how impactful the industry can be, so we are always doing our best to pioneer smarter solutions.

CHFA is the perfect platform to show off how small changes, such as switching to compostable packaging or providing more green-conscious sampling, can lead to major improvements.

To kick the CHFA West weekend off, our Digital Marketing Specialist Bruno Bonamigo and In-house Nutritionist Lin Ivey will be taking centre stage at the product education sessions. The duo will be shedding light on capsule fatigue: what is it, what are the effects, and how to overcome it.

Mark your calendars for February 22-23 so you don't miss a moment of your favourite natural products, delicious gummies, and innovative zero-waste answers.