

Danish Plant-Based Innovation Takes Center Stage at PLMA with New “Leaf and Lounge” Experience

Amsterdam, Netherlands, May 2026 – A new sensory food experience will highlight Denmark’s growing plant-based food sector at the PLMA trade fair in Amsterdam for the second time. The concept, called Leaf and Lounge, will bring again together 40 Danish food companies to showcase innovative plant-based products during the international retail event on 19 and 20 May 2026.

Created by Food from Denmark and supported by the Plant-Based food grant, Leaf and Lounge is designed as an interactive space where international buyers can see, taste, and experience a wide variety of everyday Danish plant-based foods. The concept is built around food experience design, engaging visitors through the senses of taste, smell, touch, and sight.

At the heart of the lounge, a professional chef will prepare simple plant-based meals, demonstrating how easily delicious dishes can be created using Danish ingredients. The live cooking sessions aim to inspire buyers and show how plant-based foods can fit naturally into everyday meals.

“If we want people to eat more plant-based foods, we need to show them how easy it can be,” says Karsten Nielsen, CEO of Food from Denmark. “That’s why a chef will prepare everyday meals and demonstrate just how simple it is to make straightforward but delicious plant-based dishes.”

For many years, Food from Denmark has actively worked to support the green transition in food production and consumption, encouraging more sustainable eating habits and promoting Danish innovation in plant-based foods worldwide.

At the PLMA trade fair, 70 Danish companies—both organic and conventional—will participate at Food from Denmark’s pavilion. Among these companies, 40 offer plant-based products, reflecting the rapid development of Denmark’s plant-based food sector.

With more than 20 years of experience organizing international trade fairs, Food from Denmark sees it as a responsibility to highlight sustainable food solutions.

“Leaf and Lounge is an additional initiative that gives companies with plant-based products an extra platform,” Nielsen explains. “International buyers will have the opportunity to discover and experience the many delicious plant-based products Denmark has to offer.”

Food from Denmark organizes Danish joint stands at international trade fairs and promotes Danish food companies in export markets around the world. Through collaboration, marketing, and networking initiatives, the organization helps Danish producers reach international buyers and strengthen Denmark’s position as a leading food nation.