

PLMA's 2016 Private Label Trade Show

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FOR IMMEDIATE RELEASE

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PLMA drums up a Store Brands Jamboree in step with an industry that's growing to beat the band

CHICAGO – PLMA's 2016 Private Label Trade Show is the one industry event where private label producers across every food and nonfoods category offer their manufacturing capabilities and expertise, exhibiting tens of thousands of products that will carry the retailer's brand.

As U.S. store brands sales alone surpass \$118 billion annually, according to latest industry data, the PLMA show presented an all-time record total of 2,820 exhibit booths from 1,409 companies, representing growth of about +6% in total exhibitors compared to last year's event.

Joining manufacturers from across the U.S. on the trade show floor were seventeen international and two regional pavilions featuring exhibitors from Canada, China, Czech Republic, Ecuador, France, Greece, Italy, Mexico, The Netherlands, Pakistan, Peru, South Korea, Spain, Taiwan, Turkey and Vietnam among others. Over 56 countries overall were represented throughout the show floor

In two major exhibition halls companies offered foods and beverages that range from shelf-stable and frozen to chilled and fresh prepared foods – including fresh deli, dairy & bakery items. A third major exhibition hall was devoted entirely to nonfoods, including health and wellness products, beauty and personal care, over-the-counter pharmaceuticals, pet care, kitchen and household, paper and plastic, and general merchandise.

(more)

The PLMA show year after year draws the largest attendance of store brands buyers in the Western Hemisphere, as the products continue to rack up sales records across the major retail channels. Total visitor registrations were about 5,250 according to show organizers. Their number included buyers and executives from virtually every major supermarket and drug chain, mass merchandiser, club, convenience and specialty retailer, foodservice distributor and wholesaler. Total show attendance exceeded 10,500.

For retailers seeking to expand their private brands to new categories and marketing concepts, PLMA offered special exhibits to help buyers navigate the enormous and diverse assortment of offerings on the trade show floor. PLMA's New Product Expo put a spotlight on the newest submissions from exhibiting companies. In addition, while PLMA's popular Idea Supermarket[®], showcased store brands programs, products and packaging from more than 50 leading retailers across North America, Europe, Asia and Latin America.

More than 1,000 attended an opening breakfast, which featured a keynote speech by Chris Wallace, the popular host and anchor of Fox News Sunday and moderator for the third and final presidential debate. Additional speakers and seminars focused attention on the most significant retail trends for 2107, as well as the latest consumer research and emerging store brands opportunities.

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Notes to editors:

To schedule an interview with PLMA President Brian Sharoff, or for additional information on the growth of store brands, contact PLMA's press representative at (212) 972-3131, or email dtwining@plma.com.

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