

**NEW DATES**

# **PLMA 2021**

## **Live From Chicago!**



**A trade show as dynamic  
as the industry itself**

**PLMA's Private Label Trade Show**  
**January 30 – February 1, 2022**

Presented by the Private Label Manufacturers Association

# A trade show as dynamic as the industry itself



## PRIVATE LABEL IS STRONGER THAN EVER

In the face of the most extreme shifts in grocery purchasing ever seen in the U.S., store brands grew by double digits in 2020 and maintained their dollar and unit market shares across all outlets.

In figures provided exclusively to PLMA by NielsenIQ, during 2020, private label dollar sales in supermarkets increased by 13.2%, or \$8.5 billion; and in the mass channel, which consists of mass merchandisers, discounters and club stores, among other formats, sales grew by 11.7%, or \$8.1 billion. The improvement for unit volume in the two channels was also robust: in supermarkets, units sold were ahead 7.1%, and in mass, units moved up 8.2%.

Kara Sheesley of NielsenIQ, added that as “proof that purchase of private label was ingrained in U.S. consumer behavior, fully 99% of households bought private label last year. And compared to 2016, there are 13% more private label items on shelves now across all grocery retailing.”

She said 23% of all grocery dollar sales in 2020 landed in the private label column, including 78% of sales in the value channel. When all channels are counted, it's estimated last year's record store brand sales totalled \$200 billion.

## PLMA is back!

The PLMA private label trade show will return to its traditional in-person format in January 2022. The dynamism and vitality of our in-person show enables all participants — retailers, exhibitors and visitors — to see, taste, smell, feel and experience products first-hand; and engage in the treasure hunt aspect that is such a big part of our annual Chicago event.



Attendees can also build their professional teams and networks in a familiar and natural setting. The opportunities to create new, one-on-one relationships will be vast. We are expecting more than 2,000 exhibit booths and some 5,000 visitors overall. So welcome back! Live from Chicago: It's PLMA's private label trade show.

## A trade show that offers an in-person experience and a lot to learn

Much has happened since the last time we saw each other face-to-face. While we all coped with the pandemic, the American grocery industry was challenged and revolutionized. It more than stepped up to meet the unprecedented consumer demand for essential goods and services.

Private label was a big part of the solution, too, expanding its manufacturing capacity and recasting the supply chain in collaboration with its retail partners. The double-digit sales increases for store brands during 2020, as reported to PLMA by NielsenIQ, is testimony to the products' popularity and key role during the period.

## Learn about changes important to your business

Information is power and a competitive advantage. Year after year, the PLMA trade show floor is the best place to learn first-hand about important industry news. Talking informally with fellow attendees is often the most effective way to make sure you are always up to date on developments in retailing in general and the store brands business in particular.

And, as usual, PLMA will also offer formal programs and presentations on a wide range of emerging trends and developments you need to know more about. Among the areas where important trends occurred were a new generation of innovative food and non-food products, inventive ingredients and formulations, consumer demographics and changing shopping behaviors, advancements in packaging and materials, state-of-the-art home delivery systems and formats, creative and productive digital merchandising and marketing, and a faster and more responsive supply chain, among other key facets of the grocery industry.



## SAFETY FIRST

The Convention Center, in collaboration with the Rosemont Department of Public Safety, health professionals and PLMA, will be implementing best practices at the venue to provide a safe and secure environment for trade show participants.

All state regulations and trade show mandates must be followed and will be updated as needed. Be assured that PLMA will provide essential updates in regard to safety protocols and all related concerns on a timely basis as the show approaches.



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### International products from far and near

Products with international flair are booming across the U.S., bringing greater excitement and color to retail shelves. Retailers are seeking sources - whether domestic or import - for authentic-style international foods, and even non foods. They are sure to find them throughout the vibrant show floor as well as the numerous national pavilions.

### Organized for Efficiency

The show is concentrated into two days of show time. The show floor is divided into separate halls so buyers can find specific exhibitors and their products easily and quickly.

The North Hall and Sky Hall are devoted to food, snacks, and beverages while the South Hall features food, health and beauty, household and GM. Whether you are a small company or part of a large multi-national business, PLMA's show gives you the chance to meet the retail executives who are responsible for private label purchasing.

**REGISTER NOW!**  
E-mail [exhibit@plma.com](mailto:exhibit@plma.com) or  
telephone (212) 972-3131.

So, as we look beyond the pandemic, opportunities lay ahead for all players in the American grocery space. Come to PLMA's trade show in Chicago this January and learn where you and your company stand right now and how you can compete and prosper in this ever-changing environment.

### SPOTLIGHT ON HOT PRODUCT TRENDS

#### Healthy Lifestyle

Plant-based, free-from, and CBD, among other better-for-you product attributes, continue to be areas building a loyal following among health-conscious shoppers in all demographics who are seeking wellness solutions. Those suppliers who can deliver private label in these categories are in high demand by retailers of all sizes throughout the country.

#### Beauty & Cosmetics

Retailers want products that cater to younger shoppers, the Instagram and Tik Tok generation. Private label cosmetics and self-care are burgeoning



categories where retailers can differentiate themselves with innovative product offerings and experiences.

#### Kitchenware

Families and school children are now spending more time at home cooking and entertaining together. Cookware and bakeware are an integral part of that changing domestic lifestyle, and retailers

in grocery and other channels are adding store brand SKUs for a wide array of kitchen essentials, tools and gadgets to meet the growing demand.

#### Foodservice

Over the past year, consumers who were largely locked out of the restaurant sector discovered the value and even fun of creating their own high-end cuisine at home with products from their supermarkets and other food stores. Grocery and convenience channels are now doubling down on investments in foodservice in order to provide those restaurant-quality meals and meal parts, appealing to consumers' newfound appetites as well as holding on to 2020 sales gains.

#### Sustainable Packaging

Shoppers love packaging convenience and portable packaging for food on-the-go, but they also want what's good for the environment, including source reduction, fewer plastics, more recycled materials and newer sustainable technologies. Suppliers operating in this realm are bound to be popular stops for retailers at the PLMA Show.

#### Flavors and Ingredients

New flavors and exotic ingredients, once trendy, have gone mainstream. Whether it's in ethnic tastes, superfoods or functional beverages, good private label starts with good ingredients.

#### Pet Care

An estimated \$110 billion will be spent on pets this year, and pet food premiumization is capturing consumers' wallets. Retailers are expanding their store brand lines to leverage this market.



# JAN. 30 - FEB. 1, 2022 • CHICAGO



## Exhibiting-at-a-Glance

### Show Location

PLMA's Private Label Trade Show will be held at the Rosemont Convention Center, only 10 minutes from Chicago's O'Hare International Airport. Conveniently located within walking distance or short shuttle bus rides from major hotels, the convention center provides exhibitors with an easy-to-reach, efficient venue for trade shows.



### Trade Show Schedule

#### Friday, January 28

Booth Set-Up 8:00am - 6:00pm

#### Saturday, January 29

Booth Set-Up 8:00am - 6:00pm

#### Sunday, January 30

Booth Set-Up 8:00am - 6:00pm

Seminars & Workshops 2:00pm - 4:00pm

#### Monday, January 31

Keynote Breakfast 8:00am - 9:00am

Trade Show Floor Open 9:00am - 6:00pm

#### Tuesday, February 1

Retail Trends Breakfast 8:00am - 9:00am

Trade Show Floor Open 9:00am - 4:00pm

#### Wednesday, February 2

Booth Breakdown 8:00am - 1:00pm

### Booth Assignments

The trade show floor is divided into separate halls for food and beverage, and home and health. All booth assignments are on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space. Show floor halls and configuration are subject to modifications as needed.

### Official Program Guide

PLMA exhibitors get a free listing in the Official Program Guide which includes company name, address, phone, website, email, product lines and exhibitor personnel. Advertising space is also available for companies who wish to promote their booth location or products.

### PLMA Live! Coverage

The show is also broadcast over the internet to retailers across the country on [www.plmalive.com](http://www.plmalive.com) as well as to TV monitors in hotels and exhibition halls.

### Preliminary Retail and Wholesale Registration List

Exhibitors receive a preliminary retailer and wholesaler list 30 days prior to the show to help arrange appointments in advance.

### Promoting Exhibitor Products

Exhibitors can announce new products on PLMA's Online Show Preview, which is sent to all registered retailers and wholesalers

30 days prior to the show. Exhibitors can also submit new products for display in PLMA's New Product Expo, which will be prominently featured at the Show.

### PLMA Matchmaker™

PLMA Matchmaker helps retailers and wholesalers arrange appointments with exhibitors prior to the show. Exhibitors receive secure access codes prior to the show in order to participate.

### Seminar Program

To help show attendees get the latest industry trends, PLMA offers a special seminar and speakers program.

This includes Sunday seminars and workshops, the Monday Keynote Breakfast and the Tuesday Retail Trends Breakfast. Consult the Official Program Guide or Online Show Preview for this year's presentations.

### Exhibit Rates

The cost of exhibiting at PLMA's Private Label Trade Show is low, too. Choose from a variety of in-line or island configurations.

This year's member rates are:

1 booth	(10' x 10')	\$ 3,000*
2 booths	(20' x 10')	\$ 4,500
3 booths	(30' x 10')	\$ 6,000
4 booths	(40' x 10')	\$ 7,500
4-unit island	(20' x 20')	\$ 8,000
6-unit island	(30' x 20')	\$ 10,000
8-unit island	(40' x 20')	\$ 12,000
10-unit island	(50' x 20')	\$ 15,000
12-unit island	(30' x 40')	\$ 18,000
16-unit island	(40' x 40')	\$ 21,000
20-unit island	(50' x 40')	\$ 25,000

\*Single unit price increases to \$3,500 after Jan. 1

†Non-members add surcharge based on maximum membership dues.

# PLMA's Who's Who of Retailers and Wholesalers

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Here is a sample of the buyers you can meet at the show.

## Supermarkets and Food Retailers

AHOLD DELHAIZE USA  
ALBERTSONS COMPANIES  
ALDI, INC.  
ANGELO CAPUTO'S FRESH MARKETS  
BASHAS'  
BERKOT'S SUPER FOODS  
BIG Y FOODS  
BRISTOL FARMS  
BROOKSHIRE BROTHERS  
BROOKSHIRE GROCERY  
BUTERA MARKET  
DOROTHY LANE MARKETS  
FAIRWAY MARKET  
FIESTA MART  
FOOD BAZAAR SUPERMARKETS  
THE FRESH MARKET  
FRESH THYME FARMERS MARKET  
GIANT EAGLE  
GROCERY OUTLET  
HARMON'S GROCERY  
HARRIS TEETER  
H-E-B GROCERY COMPANY  
HEINEN'S FINE FOODS  
HMART  
HY-VEE  
INGLES MARKETS  
JETRO CASH & CARRY  
K-VA-T FOOD STORES  
KEY FOOD STORES  
KINGS/BALDUCCI'S  
KOWALSKI'S MARKETS  
THE KROGER CO.  
LIDL US  
LOWES FOODS  
LUND FOOD HOLDINGS  
METROPOLITAN MARKET  
MOM'S ORGANIC MARKET  
NATURAL GROCERS  
NORTHGATE GONZALEZ MARKET  
PLAZA LOIZA SUPERMARKETS  
PRICE CHOPPER  
PUBLIX  
RALEY'S  
RIDLEY'S FAMILY MARKETS  
ROCHE BROS.  
ROUNDY'S  
ROUSES MARKETS  
SAVE MART SUPERMARKETS  
SAVE A LOT  
SCHNUCKS  
SOUTHEASTERN GROCERS  
SULLIVAN FAMILY OF COMPANIES  
SUPERMERCADOS SELECTOS  
TOPS MARKETS  
TRADER JOE'S  
WEGMANS FOOD MARKETS  
WEIS MARKETS  
WESTERN BEEF  
WHOLE FOODS MARKETS  
WINCO FOODS

## Club Stores

BJ'S WHOLESALE CLUB  
COSTCO WHOLESALE  
SAM'S CLUB

## Drug Chains

CVS HEALTH  
DISCOUNT DRUG MART  
HARMON FACE VALUES  
MARC GLASSMAN  
RITE AID CORP.  
WALGREENS CO.

## Mass Merchandisers

MEIJER  
SMART & FINAL STORES  
TARGET  
VARIETY WHOLESALERS  
WALMART, INC.  
WALMART PUERTO RICO

## Internet Retailers

ALIBABA GROUP  
AMAZON.COM  
BLUE APRON  
BOXED WHOLESALE  
CHEWY.COM  
FRESHDIRECT  
FSA STORE  
HELLO FRESH  
JD.COM  
PEAPOD DIGITAL LABS  
SHOP.COM  
THRIVE MARKET

## Dollar Stores & Discounters

BIG LOTS STORES  
DOLLAR GENERAL CORP.  
DOLLAR POWER  
DOLLAR TREE STORES  
FAMILY DOLLAR STORES  
99¢ ONLY STORES  
R. H. RENY

## Convenience Stores

CEFCO  
CIRCLE K  
CUMBERLAND FARMS  
FAMILY EXPRESS  
KUM & GO  
KWIK TRIP  
7-ELEVEN  
JACKSONS FOOD STORES  
SPEEDWAY

## Specialty Retailers

ACE HARDWARE  
BED BATH & BEYOND  
CHRISTMAS TREE SHOPS  
COST PLUS WORLD MARKETS  
CRATE & BARREL  
EARTH FARE  
HICKORY FARMS  
HOMEGOODS  
IKEA  
MACY'S  
PETLAND  
PET'S BARN  
PETSMART  
SALLY BEAUTY SUPPLY  
STAPLES  
STARBUCKS  
TRUE VALUE  
ULTA BEAUTY  
WILD BIRDS UNLIMITED

## Co-ops & Wholesalers

ALABAMA MERCHANTS ASSOCIATION  
ASSOCIATED SUPERMARKET GROUP  
ASSOCIATED WHOLESALE GROCERS  
BOZZUTO'S  
C & S WHOLESALE GROCERS  
CARDINAL HEALTH  
CERTCO  
CHAIN DRUG MARKETING ASSOC.  
GREAT LAKES WHOLESALE  
GREATER AUSTIN MERCHANTS ASSOCIATION  
GREATER HOUSTON RETAILERS ASSOCIATION  
GROCERS SUPPLY  
IGA



INTERNATIONAL WHOLESALE  
KINRAY  
KRASDALE FOODS  
MCKESSON CORP.  
MCLANE COMPANY  
MERCHANT DISTRIBUTORS  
PIGGLY WIGGLY ALABAMA  
PIGGLY WIGGLY MIDWEST  
SOUTH TEXAS MERCHANTS ASSOCIATION  
SPARTANNASH  
TOPCO  
UNFI  
VALU MERCHANDISERS  
WAKEFERN FOOD CORP.

## International Retailers

AEON TOPVALU CO.  
ALDI AUSTRALIA  
ALKOSTO  
AL RAYA SUPERMARKETS  
BIGGIE EXPRESS  
BRAVO SUPERMARKETS  
BUDGET FOOD STORES  
CALIMAX  
CANADIAN TIRE  
CARREFOUR BRAZIL  
CARREFOUR TAIWAN  
CITY CLUB  
CLICKS  
COMERCIAL MEXICANA  
COPSERVIR  
COSTCO WHOLESALE CANADA  
COST RIGHT LIMITED  
DELI K MARKET  
DOLLARAMA  
DUKAN  
EMART  
EUROMARKET  
FEDERATED CO-OPERATIVES  
FLYING TIGER COPENHAGEN  
GRUPO EXITO  
GRUPO PAO DE ACUCAR  
HAPPY FAMILY SUPERMARKET CO.  
H-E-B MEXICO  
HELEKANG  
HIPERMERCADOS OLE  
HIPERMERCADOS TOTTU  
HOMEPLUS  
JERONIMO MARTINS COLUMBIA  
JIATAILE RETAIL STORES GROUP  
LOBLAWS  
LONGO BROTHERS  
LOTTE MART  
LULU HIPERMERCADOS  
MASSY STORES  
MEGA MART  
MERCATODO S.A.  
METRO RETAIL STORES GROUP  
METRO RICHELIEU

MITSUI & CO.  
MM MEGA MARKET VIETNAM  
MONDOU LTEE.  
OXXO  
PHARMACHOICE  
PHARMASAVE DRUGS NATIONAL  
PRICESMART  
PURE GOLD PRICE CLUB  
REDE SMART DE SUPERMERCADOS  
REXALL  
SAM'S CLUB MEXICO  
SAVE ON FOODS  
SHINSEGAE CO.  
SHOPPERS DRUG MART  
SHUFERSAL  
SIGO SA  
SOBEYS  
SORIANA  
SUPER 99  
SUPERMARCHE PA  
SUPERMERCADO RICOY  
SUPERMERCADOS ECONO  
SUPERTIENDAS Y DROGUERIA  
OLIMPICA  
TIENDAS D1  
TOKYU STORE CHAIN CO.  
UNIPRIX  
WALDO'S DOLAR MART MEXICO  
WALGREENS BOOTS ALLIANCE  
WALMART ARGENTINA  
WALMART/ASDA  
WALMART ASIA  
WALMART CANADA  
WALMART CHILE  
WALMART JAPAN  
WALMART MEXICO  
WALMART MEXICO Y CENTRO AMERICA  
WILSON GO STORES

## Military

ARMY AIR FORCE EXCHANGE SERVICE (AAFES)  
DEFENSE COMMISSARY AGENCY (DECA)  
MARINE CORPS EXCHANGE (MCX)  
NAVY EXCHANGE (NEXCOM)

## Food Service

GORDON FOOD SERVICE  
HMSHOST  
SYSCO  
US FOODS

\*PLMA's retail and wholesale list is based on attendance at past PLMA trade shows.

## Welcome to the PLMA Family

### A Unique Organization for a Unique Industry

With more than 4,500 member companies worldwide, PLMA is the only industry organization devoted entirely to promoting the interests of store brands. Through its year-round programs and publications, PLMA gives members the contacts and services they need to compete effectively in today's marketplace.

### Membership Profile

Founded in 1979, PLMA's membership ranges from multinational corporations to small family-owned suppliers. Their products include food, beverages, snacks, health and beauty, household, kitchen, housewares, DIY, leisure and general merchandise. Many member manufacturers only supply private label. Others are well-known brand makers who also have private label capacity. Together, they form PLMA's Active Membership. For brokers and trade suppliers, there is PLMA's Associate Membership. For international companies, there is PLMA International Council.

### Trade Shows

In addition to PLMA's annual show in Chicago, PLMA provides member manufacturers with international selling opportunities. PLMA presents the "World of Private Label" International Trade Show in May in Europe.

### Conferences and Seminars

PLMA also presents conferences and events throughout the year that deal with current issues from marketing and consumer trends to trade practices and legislative and regulatory concerns. These include PLMA's Annual Meeting & Leadership Conference and PLMA's Washington Conference.

### Online Program Series

Joint Business Planning is mission critical for private label suppliers to gain an advantage at the table against the multi-category branded companies. PLMA's 'Lunch and Learn' interactive sessions will help online attendees understand what needs to be done before sitting at the Joint Business Planning table that will set you up for success in driving win-win plans to understand and fulfill the needs of each other and your customers.



### Executive Education

Members can enroll in PLMA's Executive Education program, developed with St. Joseph's University in Philadelphia. Nearly 2,000 manufacturing and retailing executives have completed the course since 2001. The program is held in June and offers courses covering private label history, retail marketing and merchandising, new product development and promotion.



### Research and Publications

In cooperation with NielsenIQ, PLMA publishes the online Private Label Yearbook with market share data from supermarkets, drug chains and mass merchandisers. PLMA also regularly reports on trends in consumer shopping behavior in conjunction with SurveyLab. To keep members informed throughout the year, PLMA provides a monthly news magazine, PLMA Live!, and online E-Scanner newsletter.

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