

Press Release

39 retailers from 19 countries honoured at PLMA's 2017 Salute to Excellence Awards

AMSTERDAM—June 2017— Innovation by retailers with their private label takes the spotlight at PLMA's 2017 International Salute to Excellence Awards programme. The Award winning products were on display at the association's "World of Private Label" International Trade Show, in May in Amsterdam.

More than 100 award-winning products from 39 retailers in 19 countries were selected by panels of judges consisting of industry experts, including chefs, masters of wine, former retailers, academics, nutritionists, journalists and packaging specialists.

Nearly 700 food and non-food products by 83 retailers from 27 countries were considered for the Awards. Entries were evaluated for taste, appearance, packaging, presentation, product concept, and value for money.

The most Awards were taken by the Spanish retailer Eroski, which was recognised for 11 products, five foods, three non-foods and three wines. Aldi UK won eight Awards, including six for its wines. Aldi in Germany won five and Lidl won six Awards. The French retailer Auchan won eight awards.

The food Award winners featured remarkable flavour combinations, such as coconut-chia yoghurt with muesli from Spar Austria, or roasted poultry in foie gras with figs from Intermarché.

In non-foods, Award winners included beauty items such as a silicon makeup brush cleaner pad from Dirk Rossmann in Germany and household products like the original 2-in-1 aluminium foil and backing paper from Edeka in Germany.

More than 40 wines won Awards, including retailers from Austria, Belgium, Canada, France, Germany, Italy, Portugal, The Netherlands, Spain, Switzerland, Thailand, United Kingdom and the USA.

All the winning products can be seen online at www.plmasalute.com.

Brian Sharoff, President of PLMA, said: "The innovation and quality of this year's International Salute to Excellence Award winners demonstrate again that today's retailers are committed to understanding consumer trends and responding with products that meet the changing needs of their shoppers."



Trade show visitors could see all the International Salute to Excellence Award winning products on display at the Idea Supermarket. There they could also see private label ranges from more than 60 retailers around the world as well as a special information area featuring the latest developments in product ingredients.

There was more innovation on the Trade Show floor at PLMA's "World of Private Label". More than 14,000 buyers and visitors from 115 countries had the opportunity to visit nearly 2,500 exhibiting companies, manufacturers and suppliers of fast-moving consumer goods from 67 countries.

Founded in 1979, PLMA includes members that range from multinational corporations to small and medium sized companies. With executive offices in New York, a special International Council satellite office in Amsterdam and representatives across the globe, PLMA provides services to more than 4,000 member manufacturers from over 70 countries. PLMA presented its first trade show in the United States in 1980, its first trade show in Europe in 1986 and its first trade show in Asia in 1994.