



**BUILD | YOUR | PRIVATE LABEL
BUSINESS | WITH | PLMA**

29-30 MAY 2018 • AMSTERDAM



Press Release

Embargo: Please do not publish before 14.00hrs. on May, 28 2018

PLMA's 2018 Salute to Excellence Awards honour retailers from 20 countries for innovative products

AMSTERDAM— More than 120 private label products were selected as winners of PLMA's 2018 International Salute to Excellence Awards. The Awards were announced at this year's "World of Private Label" Trade Show, which was held 29-30 May at the RAI Exhibition Centre in Amsterdam.

The awards were created by PLMA to give recognition to retailers for private label innovation, quality and value for money.

The winning products came from 51 retailers in 20 countries. The products received the highest scores from judges who were drawn from retailing, manufacturing, marketing and trade journalism. Product entries were evaluated for taste, quality, appearance, packaging, product concept and value for money.

The judges considered more than 430 products from 76 retailers from 26 countries that were submitted and selected for consideration, including food, beverages, home and household and health and beauty categories. In addition, 300 wines from 39 retailers were evaluated by panels of Masters of Wine, sommeliers and writers as well as industry professionals.

The most Awards were taken by Aldi Süd, which was recognised for eight products. Five retailers each won five Awards: Auchan from France, Axfood from Sweden, and Dunnes Stores and Musgrave from Ireland, and Penny Markt from Germany.

By country, German retailers led with 21 Salute to Excellence Awards, followed by France with 15, the Netherlands with 14, the United Kingdom with 12, and Ireland and Italy with 10 each.

The winning products respond to the latest consumer trends for healthy eating, convenience and interesting flavours. For example, Penny Markt in Germany won an Award for its Penny Heat and Eat Chicken Red Thai with Basmati and Wild Rice ready meal, while Tesco in the United Kingdom won for its Orange, Mango and Pineapple Smoothie, and Intermarché in France was recognised for its Veggie Marché Vegetarian Burger.

In non-food, Etos from the Netherlands won an award for its Etos Body Serum White Rice & Tea, Aldi Süd for its Lacura "Paris in Love" Nail Polish and Sweden's ICA Sverige for its Ica Skona Perfume-Free Soap.



BUILD YOUR PRIVATE LABEL BUSINESS WITH PLMA

29-30 MAY 2018 • AMSTERDAM



In wines, Albert Heijn from the Netherlands, Aldi Süd from Germany, Auchan from France, Central Food Retail in Thailand, El Corte Inglés in Spain, and Sonae Modelo Continente in Portugal were among the Award winners.

Brian Sharoff, President of PLMA, praised all of the retailers who had submitted products for the awards. "When you look back and realise that private label in the past was often low-cost, low quality but now represents innovation and the best quality, it is very gratifying to see how far retailers have come in establishing their own brands."

All the winning products will be on display at PLMA's 2018 "World of Private Label" International Trade Show, to be held 29-30 May at the RAI Exhibition Centre in Amsterdam. The event is the largest private label exhibition in the world, attracting more than 14,000 buyers and visitors from over 110 countries.

For a complete list of all retail winners please click on [Salute2018](#) and [WineSalute2018](#).

For more information about PLMA's 2018 International Salute to Excellence Awards or arrange an interview with Brian Sharoff, President of PLMA, contact Leonique White, Manager Trade Show Development, PLMA International Council, at telephone: +31 20 5753032 or email press@plma.nl. www.plmasalute.com

Founded in 1979, PLMA includes members that range from multinational corporations to small and medium sized companies. With executive offices in New York, an International Council 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.