

PLMA 2021

Live From Chicago!



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

PLMA's Private Label Trade Show
November 14-16

Presented by the Private Label Manufacturers Association

A trade show as dynamic as the industry itself



PLMA 2021

Live From Chicago!



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 November. 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 2021 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.

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 November 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.



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.

Announcing PLMA Global: Our exclusive online trade show option

Complementing the in-person private label trade show in November, PLMA will offer PLMA Global, an online event to be held in January 2022. PLMA Global will permit buyers from around the world who could not travel to Chicago to connect with exhibitors through video calls, business card exchanges, and other communications tools.

Buyers who visit the November 2021 show will also be able to use PLMA Global, enabling them to follow up with exhibitors they met or planned to meet. Plus: PLMA Global will remain fully accessible to all retailers and wholesalers through April 2022. See back cover for more details.

REGISTER NOW!
E-mail exhibit@plma.com or telephone (212) 972-3131.



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.

NOV. 14-16 • CHICAGO

PLMA's Who's Who of Retailers and Wholesalers

PLMA 2021
Live From Chicago!



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.



Exhibiting-at-a-Glance

Show Location

PLMA's 2021 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, November 12

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

Saturday, November 13

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

Sunday, November 14

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

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

Monday, November 15

Keynote Breakfast 8:00am - 9:00am

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

Tuesday, November 16

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

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

Wednesday, November 17

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 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 2021 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 Sept. 10.

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

PLMA Global

Opt-in now for your virtual booth in this online worldwide event taking place in January 2022. Early bird rate is \$850 prior to June 18. \$1,250 regular rate.

Companies that are unable to participate in PLMA 2021, may participate in PLMA Global. The digital-only booth fee is \$1,650.

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.

Worldwide Online Event

Members are invited to participate in PLMA Global with an online booth that showcases their products, promotional videos, downloadable files, company details, and more. This one-of-a-kind event in January 2022 will bring together the largest collection ever of private label suppliers and retail buyers from around the world. Video conferencing tools, a meeting scheduler, and other digital features, will enable exhibitors to fully engage in a virtual environment.



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. Lunch & Learn, an online education series, launched this year.



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.

PLMA 2021

Live From Chicago!

Private Label Trade Show • Nov. 14-16

Presented by the Private Label Manufacturers Association
630 Third Avenue, New York, NY 10017 • Telephone: (212) 972-3131
Fax: (212) 983-1382 E-mail: exhibit@plma.com www.plma.com