



Membership Benefits

Why Should I Join PLMA ANZ?



Connect.



coles



amazon

Metcash

COSTCO
WHOLESALE

countdown



NEW WORLD

Foodstuffs
Own Brands

- Exclusive access to senior retail decision makers via customised member-only events on industry relevant topics



Cultivate.

- Unparalleled support for members & retail partners via being part of the world's richest network for companies involved in Private Label supply

Why Should I Join PLMA ANZ?



Educate.

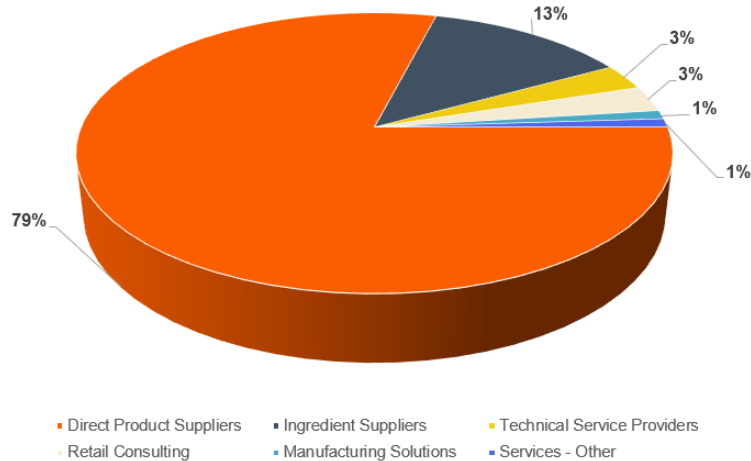
- **Clarity on retailer strategy & processes.** Events are built to enhance communication & clarity in order to optimise opportunities for your business
- **Private Label performance presentations** created exclusively for PLMA by NielsenIQ, supporting a wide range of presentations from industry thought leaders
- **Exclusive training events by world leaders** in Private Label development
- Events built to **enhance members' business** interests (e.g. Export, Foodservice, eCommerce etc)
- **We promote members' capabilities to retailer partners.** PLMA members are often the 'first choice' for retailers given the credibility that PLMA membership provides!



What If I Don't Supply Product Directly To Retailers?



PLMA Member Categorisation



- **21% of PLMA members are 'Supply Chain Partners'**
 - Ingredient suppliers, TSPs, Retail Consulting, Manufacturing solutions etc
- **Competitive Advantage**
 - Gain strategic updates directly from retailers
 - Develop targeted solutions for your clients who sell directly to retailers
- **Networking**
 - Many of your existing clients are likely to be PLMA members, providing another touchpoint
 - Even more importantly, many of your prospective clients will be members of PLMA!

PLMA Collaborative Partners



J.P.Morgan



Professor David Hughes
International Speaker on Global Food and Drink Industry Issues

ANZ Membership



Australia / New Zealand Membership



- 100 member companies across ANZ, from multinationals to SMEs trading in hundreds of categories
 - 55% of members sell \$3m+ per annum in Private Label
 - 40% of members sell \$1.5m - \$3m per annum in Private Label
 - PLMA is the pre-eminent body representing the Private Label supplier base in Australia / New Zealand
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PLMA Members (A-B)



Agristo
we love potatoes



Argon&Co*



AV
AUSTRALIAN
VINEGAR

Australia In A Glass

Baxters
CELEBRATING
150
YEARS



Bega

Bell®

[Biophive]
NATURAL TREATS.
GOOD FOR PETS.



Brancourt's
ESTD 1895

ENERGETIC DOG TREATS
bow wow

PLMA Members (C-F)



PLMA Members (G-K)



PLMA Members (L-O)



PLMA Members (P-S)



PLMA Members (S-Z)



PLMA Event Calendar - 2025 (Provisional)

Updated:

19.12.24

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Member Events		Coles PLMA Member Event Melbourne 19-Feb	Monash Food Innovation Ctr event Virtual 19 Mar (TBC)	Edgar Elzerman - Private Brand Masterclass Virtual 10-Apr 3.00pm - 4.30pm	Industry Analyst Summit Sydney 15 May (TBC)	NielsenIQ Virtual 19 Jun (TBC)	Euromonitor Virtual 17 Jul (TBC)	Special Guest TBA Virtual 13 Aug (TBC)	Woolworths Food Company (full day workshop) Sydney 18 Sep (TBC)	Edgar Elzerman - Private Brand Masterclass Virtual 15-Oct 3pm - 4.30pm	PLMA Chicago Australia Pavilion program Chicago 14 Nov - 18 Nov Export Initiative	NielsenIQ / AGM Virtual 4-Dec
Other Events			Export Workshop # 1 Syd 5 Mar (TBC)	Citi Roundtable Syd 2 Apr (TBC)			Export Workshop # 2 Syd 9 Jul (TBC)				Citi Roundtable Syd 2 Apr (TBC)	
Member Survey			Survey in field		Survey analysis & retailer presentations							
Retailer results / supplier updates		Coles H1 results 27-Feb	WFCR Supplier Update (Syd) Date TBC	Coles Q3 results 30-Apr		Metcash FY25 results 23-Jun		Coles FY25 results 26-Aug				Metcash H1-26 results Date TBC
		WW H1 results 26-Feb			WW Q3 results 1-May			WW FY25 results 27-Aug				
PLMA Trade Shows					Amsterdam 20 - 21 May						Chicago (Austrade pavilion collaboration) 16 - 18 Nov	

What Our Members Say.....



- “This was a brilliant event. I thoroughly enjoyed it and got a lot out of it”
- “Sharing of retailer strategy & insights was excellent”
- “Fantastic to have such senior retailer engagement”
- “Content was excellent. Great real life insights from an ex-retailer. It showed a different way of thinking and will certainly enable me to challenge our current processes and thoughts”
- “Data was on point, well presented and easy to follow”
- “Very well organised. Relevant topics and expert responses. Professional and articulate presenters”
- “Good current content, providing useful information”
- “Good to understand the impacts outside of mainstream retail”
- “Great global examples of innovation”
- “Excellent new information not seen in the marketplace”
- “Was well organised and delivered precisely”
- “Great presenter, good leading questions by Bill”
- “Presentation was great. Timing was great. Interaction was great. A fantastic event”

Additional Membership Benefits



Exhibit At World's Largest Private Label Trade Shows - & Save!



**CONNECT.
SOURCE.
GROW.**

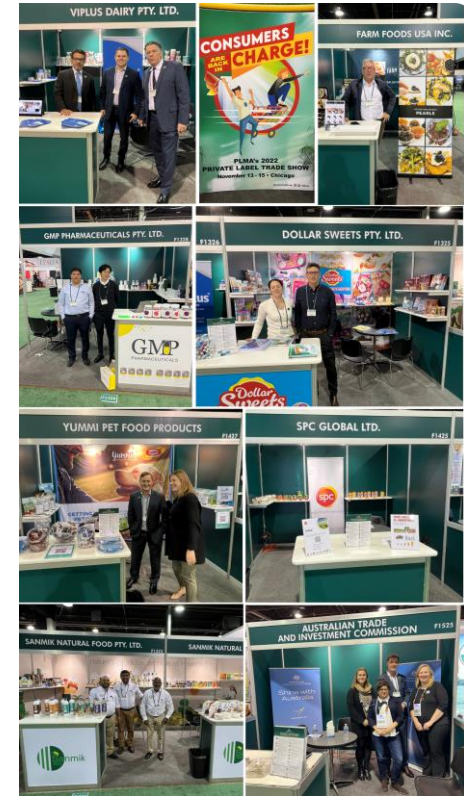
28-29 MAY 2024

RAI AMSTERDAM CONVENTION CENTRE



- Save \$2,400+ in PLMA International membership fee by being a member of PLMA Australia/New Zealand!
- PLMA's trade shows attract 2,500-3,000 exhibitors, and thousands of visitors including key retail decision makers from around the globe!
- Participate in member exclusive country pavilions & market immersion programs!

Export Benefits



- Australia Pavilion – PLMA Private Label Trade Show – Chicago Nov 2024

Export Benefits



EUROPEAN MARKET EXPERIENCE

Coinciding with the PLMA 'World of Private Label' Trade Show in Amsterdam in May, this unique 3 day educational program will provide attendees with valuable insights into the European Private Label sector.

With a focus on the latest trends & innovative retailer strategies, participants will gain a deep understanding of how to navigate and succeed in this competitive market. Industry experts and thought leaders will share their knowledge and expertise, offering practical advice and solutions to help businesses differentiate and thrive in the world's leading Private Label marketplace.

EDUCATION

Participants will spend 3 days with a world leading Private Label expert, who will share the keys to success in building your Private Label business in the European market.



**CONNECT.
SOURCE.
GROW.**

28-29 MAY 2024

RAI AMSTERDAM CONVENTION CENTRE



MARKET IMMERSION

Join us in expert guided store walks in three cities across three countries. An incredible opportunity to view & assess your categories in some of the world's leading retailers. Gain valuable insights into the competitive landscape, supporting you in identifying opportunities for your export business.



ITINERARY

Thursday 23rd May 2024

Arrive at Amsterdam hotel, dinner

Friday 24th May 2024

- Amsterdam store tour hosted by Edgar Elzerman
- Wholesaler visit
- Lunch with Loe Limpens, Own Brand design expert
- Travel by private bus from Amsterdam to Antwerp, Belgium
- Overnight in Antwerp

Saturday 25th May 2024

- Antwerp store tour with Edgar Elzerman
- Travel from Antwerp to Cologne, Germany
- Overnight in Cologne

Sunday 26th May 2024

- Cologne store tour with Edgar Elzerman
- Travel from Cologne to Amsterdam
- Participants depart program



INVESTMENT

- ✓ Exclusive market insight training by a global Private Brand expert
- ✓ Guided store walks in 3 countries
- ✓ Private bus transportation
- ✓ Meals included (breakfast, dinner)
- ✓ Incredible networking with industry experts & peers!

PLMA Australia/New Zealand members

\$1,000

Non members

\$3,995

Note: Members responsible for own hotel costs (approx. AUD \$900) *Australian dollars

YOUR HOST

Edgar Elzerman - ECI (Elzerman Consulting International)

- Edgar is an ex-retailer, having held senior positions with Ahold in The Netherlands, Europe and Asia, as well as VP Private Brands for Ahold in the USA.
- Edgar has been a partner with The Partnering Group (TPG), running Private Brand projects across the globe.
- For the last decade Edgar has run his own consultancy business, building a reputation as a world leading Private Brand expert. Edgar consults to retailers & suppliers globally on Private Brand development.



INTERESTED?

PLMA members: To register your interest [click here](#)

Non-members: Contact CEO Bill Trainor for further information: bill@plma.com.au



Places are strictly limited!

- 'European Market Experience' program – May 2024

Private Label Global Insights



Looking Behind to Move Forward

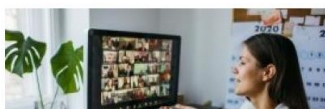


The New Year holds lots of promise for private label, according to Nielsen's recent statistics. Watch as Judith Kolenburg reviews the evolution of private label over the past few years, and lends us some insight into where it's headed. Meanwhile, Pascal Kuipers reports on what's next for Europe's largest retailer, Lidl, and Hans Kraak discusses the growth opportunity of novel foods for private label. Available in English only. [Click here to download video.](#)



How Data Can Create Opportunity

Today, retailers and manufacturers can be facing data overload when it comes to using it to grow their businesses. But while fishing for answers among a sea of data can be time consuming, it is highly rewarding in today's market. Host Edgar Elzerman and Servé Muijres, Retail Consultant for GfK, discuss the importance of using high-end market intelligence to create opportunity. Available in English only. [Click here to download video.](#)



Online Roundtable 17-18 February

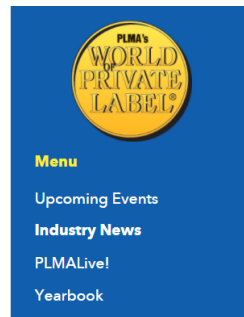
PLMA's annual Roundtable Conference helps member manufacturers and retailers learn about the latest trends, identify opportunities in private label, and understand competitive challenges. [Speakers include market research specialists](#)



There's a New Protein in Town: Insects

Edible insects are beginning to appear on grocery store shelves as part of the trend toward healthy and eco-conscious protein alternatives to meat. [Chef Ramon Prink uses next the](#)

- Member Only access to global insight newsletters & video newsletters covering latest trends in Europe & U.S.
- Provided to all members monthly!



Industry News

Private Label Today [Newsletter](#)

PLMA E-Scanner - January 2021

IN THE STORES | MARKET RESEARCH | PLMA NEWS | EVENTS

Big gains for UK discounters

UK discounters posted double digit sales gains in 2020. Mintel research finds that sales at discounters climbed by 11% last year. The consulting firm says shoppers spent an estimated 24bn pounds at discounters, mainly at Aldi and Lidl. The researcher is also forecasting that the channel's sales will top 31bn pounds in the next five years, an increase of almost 30%. Aldi and Lidl, account for around 67% of the discount market (including food and non-food) and 13% of the total UK grocery market.

- Exclusive NielsenIQ insights on PL share trends – category share data for 7,000 categories across 20 countries



PLMA's 2020 International Private Label Yearbook
A statistical guide to market share trends

European Overview

By country | By category

Country markets

Austria	Belgium	Czech Republic	Denmark
Finland	France	Germany	Greece
Hungary	Italy	Norway	Poland
Portugal	Slovakia	Spain	Sweden
Switzerland	The Netherlands	Turkey	United Kingdom

- PLMA's Ideas Supermarket – similar to Mintel GNPD for Private Label!



Home > List all retailers > Aldi (Germany)

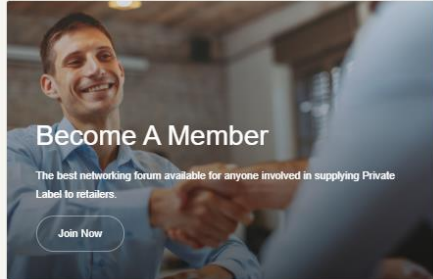
Aldi (Germany)

Aldi is an international hard discount supermarket chain based in Germany. It is two separate companies but is commonly referred to as one. The company's name stands for Albrecht-Discount, using the founders' last name and was started in 1946 in Essen, Germany. In 1961, the chain of supermarket stores split into two sister companies Aldi Nord (Aldi North) and Aldi Süd (Aldi South), which correspond to different regions of Germany.

Click on products for larger photos



Exclusive Member Resources



Become A Member

The best networking forum available for anyone involved in supplying Private Label to retailers.

[Join Now](#)

Quick Links

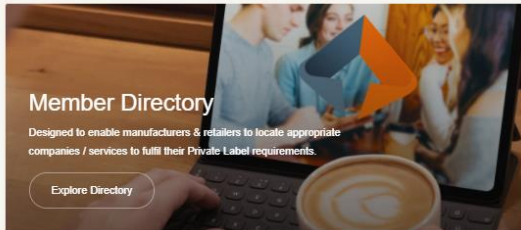
- [Job Board](#) >
- [Join PLMA](#) >
- [PLMA Membership Benefits](#) >
- [Renew Membership](#) >
- [PLMA International](#) >

- Exclusive Member Portal with retailer presentations, market industry reports, global industry insights etc
- Connect & engage with other members to support the growth of your business!

PLMA Resources

Industry leading educational resources.

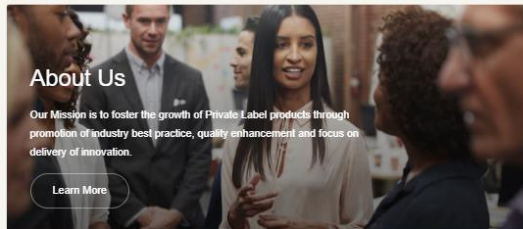
[Learn More](#)



Member Directory

Designed to enable manufacturers & retailers to locate appropriate companies / services to fulfil their Private Label requirements.

[Explore Directory](#)



About Us

Our Mission is to foster the growth of Private Label products through promotion of industry best practice, quality enhancement and focus on delivery of innovation.

[Learn More](#)

Contact PLMA

Questions or general private label enquiries.

[Contact Us](#)

Promotion For Your Business!



Member Directory > Cooking Needs



Trumps

Wholesalers, Distributors & Processors of 1,000+ products [More...](#)



Stahmann Webster

Walnuts, pecans, macadamias & almonds [More...](#)



SPC

Fruit & vegetables [More...](#)



Scalzo Foods

Nuts, snacking, ingredients [More...](#)



Sanmik Natural Food

Organic foods [More...](#)



Orange & Green

Own Brand Product Development & Management

- Listing in PLMA's exclusive Member Directory at <https://plma.com.au/business-directory>
- Generate new business leads!
- Gain referrals via PLMA's extensive network!
- Member list provided to senior retail decision makers
- Provides credibility for your organisation as a PLMA approved Private Label supplier

Membership Investment



Membership Benefits	Tier 1: > \$3m PL Sales \$3,995 + GST * Tier 2: < \$3m PL Sales \$1,995 + GST *
Free attendance at ALL events for your team	✓
Member Portal access	✓
Copies of presentations from retailers & industry thought leaders	✓
Member Directory listing for your company	✓
News & Event updates (2 times per month)	✓
PLMA Live! Video newsletters (Europe, USA)	✓
PLMA Monthly e-scanner newsletter (Europe, USA)	✓
NielsenIQ Euro Yearbook insights	✓
PLMA International membership fee saving for trade show exhibitors (\$2,000+)	✓
International education training access	✓
Member Export Benefit program access	✓

* Per Calendar Year

- Membership covers ALL members of your company (is not per individual)
- Join at <https://plma.com.au/memberships>

Questions?



Please contact:

Bill Trainor

Chief Executive Officer

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bill@plma.com.au

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