



# Membership Benefits

# Why Should I Join PLMA ANZ?



Connect.



coles



amazon

Metcash

COSTCO  
WHOLESALE

countdown



NW NEW WORLD

- 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.

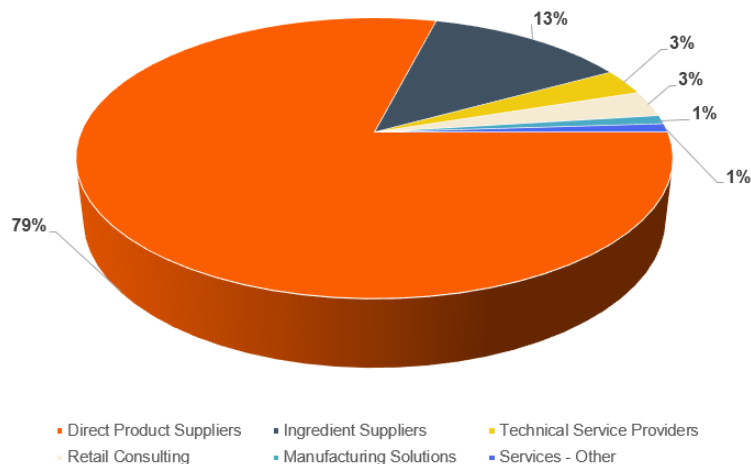
- **Clarity on retailer processes.** Events are built to enhance communication & clarity in order to optimise opportunities for your business
- **Private Label performance presentations** created exclusively for PLMA (by NielsenIQ & GlobalData), supporting a wide range of presentations from industry thought leaders
- **Exclusive training events by world leaders** in Private Label development
- Events built to **enhance members' business** interests (e.g. eCommerce, Export, Foodservice 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



# ANZ Membership

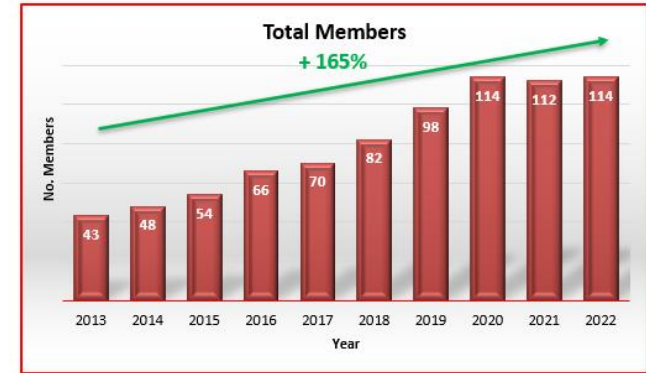
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# Australia / New Zealand Membership



- 114 members – 63% growth in 5 years
- 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



# PLMA Members (A-B)





# PLMA Members (C-F)



CENTRAL HONEY  
MANUKA HUNTERS  
[www.centralhoney.co.nz](http://www.centralhoney.co.nz)

CHR. HANSEN  
improving food & health

cocobella®

CONFITEX™

consult  
group



COYO®

DISB GROUP

Dollar  
Sweets

Edgewell™  
PERSONAL CARE

entyce  
INNOVATIVE FOOD | SOLUTIONS

essence  
GROUP

Firmenich  
for good, naturally

Flavour Makers  
Food Development & Manufacture

Fonterra

FOODLEGAL  
AUSTRALIAN LAWYERS & ACCOUNTANTS

# PLMA Members (F-I)



FANCY PLANTS<sup>™</sup>  
*Plant-Based*

 **FOODS  
CONNECTED**

 Fresh  
to go  
Foods

 **Fyna**

 **Giannis**  
The Family of Breads

 Givaudan

 **GMP**  
PHARMACEUTICALS

goodman fielder  
an hmg food company 

 GOURMET  
GF  
FOOD

 **Griffins**

 **GWF** / George Weston  
Foods Limited

 **Hellere**

 **HILTON  
FOODS**

 **IFF**  
International Flavors & Fragrances Inc.

 **IMCD**

 **invita**

 **INGHAM'S**  
Always Good

# PLMA Members (J-N)



KERRY



Kinrise.

KraftHeinz



LACTALIS  
AUSTRALIA



LIQUOR STAX

MANILDRA GROUP

Maxwell Foods®  
LEADERS IN FRESH AND DRY PACKAGING



MERIEUX  
NutriSciences



NATURAL  
VANILLA

NATUREX



# PLMA Members (N-P)



# PLMA Members (S)



# PLMA Members (T-Z)



# Member Events

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# Member Events Delivered In 2022



- Private Brand Masterclass with global PL expert Edgar Elzerman (Feb 22)



- A Day In The Life Of The 2030 Consumer (Mar 22)



- PLMA Member Event (May 22)



- Marketing To Mums – Katrina McCarter (May 22)



- Retailer Performance: State of the Market (Jun 22)

85% of members rated events 8/10 or higher – 1/3 of members rated events 10/10!



# Member Events Delivered In 2022



- Countdown / Woolworths Food Company NZ Member Event (Jul 22)



- Your Pathway To Manufacturing Excellence In 6 Steps (Sep 22)



- Member Store Walks (Oct 22)



- Amazon Private Label Event, Member Interviews (Oct 22)



- Woolworths Food Company Workshop (Oct 22)

Presentations & recordings of all events available exclusively to PLMA members

# 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”

# 2023 Event Calendar



	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Member Events		GlobalData Virtual 9-Feb  MST Marquee  Virtual 1-Mar	Edgar Elzerman - Private Brand Masterclass  Virtual  22-Mar	NielsenIQ  Virtual  19-Apr	Supply Pilot 'ESG Kickstart'  Virtual  3-May	Citi  Virtual  22-Jun		Woolworths Food Company  Sydney  3-Aug	Edgar Elzerman - Private Brand Masterclass  Virtual  26-Sep	Coles Own Brand Event Melbourne  12 Oct (TBC)  GlobalData  Virtual 26 Oct	AGM  Melbourne (TBC)  30-Nov	
Committee Meetings			Virtual 27-Mar			Melbourne 28-Jun				Virtual 19-Oct		
Annual Industry Survey			Survey in field	Collation of findings		Present to Trade						
Retailer results / supplier updates		Coles H1 results 21-Feb  WW H1 results 22-Feb			WW Q3 results 2-May	Metcash FY22 results Date TBC		Coles FY22 results Date TBC  WW FY23 results 23-Aug				Metcash H1-24 results Date TBC
PLMA Trade Shows					Amsterdam 23 - 24 May						Chicago (Austrade pavilion collaboration) 12 - 14 Nov	
Other Industry Trade Shows (for reference)						Naturally Good Expo Syd 5 - 6 Jun			Fine Food Australia  Syd 11 - 14 Sept	Anuga  Cologne 7 - 11 Oct	Private Label Fair Asia  Shanghai 29 Nov - 1 Dec	

# Additional Membership Benefits

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# Member Benefit Feedback



Performance Trends	2022
Workshops / Engagement with retailers	98%
Networking with other members	73%
Retailer feedback	62%
Other speakers at seminars	53%
Access to Nielsen data	49%
Access to website & presentations	49%
Issues & exchange session	29%
Access to PLMA Tradeshows	22%
Broader interest forums (e.g. Export, etc)	18%
Access to PLMAI 'Ideas Supermarket', statistics	16%

- **Retailer engagement & workshops** regarded as #1 benefit of membership
- **Networking is #2 reported benefit** – PLMA is only organisation dedicated to members' Private Label success

Source: PLMA Industry Survey – June 22



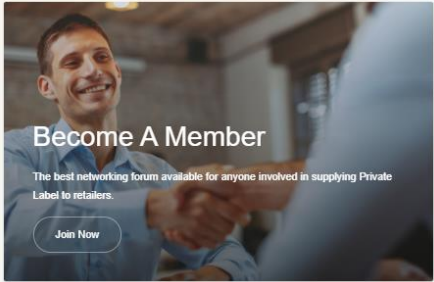
- Secure Valuable Insights For Your Business!
  - PLMA subscribes to GlobalData, one of the world's leading data insight providers
  - Secure all of the qualitative and quantitative insights your business requires at a fraction of the cost of 'doing it alone'!
  - GlobalData covers 1,000 segments across 110 countries!
  - Perfect for channel opportunity analysis, international /domestic market expansion, consumer & shopper trend insights, flavour / ingredient and packaging trends from across the globe!
  - Optional service now available to all members

We are here to help support your **GROWTH STRATEGY** as your Strategic Insights Partner



# Exclusive Member Resources





## Become A Member

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

[Join Now](#)

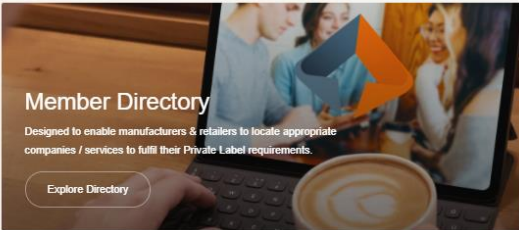
### Quick Links

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

## PLMA Resources

Industry leading educational resources.

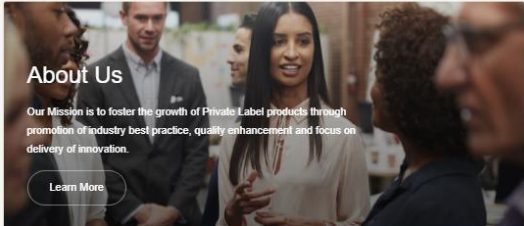
[Learn More](#)



## Member Directory

Designed to enable manufacturers & retailers to locate appropriate companies / services to fulfill 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](#)

- Exclusive Member Portal with retailer presentations, market industry reports, global industry insights etc



# Private Label Industry Study



- Exclusive study providing insights into retailer & industry sector performance
- How are retailers really performing? What are the opportunities for your business?



- **Engagement / Collaboration**

- Partnership – Accessibility – Responsiveness – Delivery on Commitments



- **Communication**

- Clarity – Timeliness – Process – Tenders – Review Dates



- **Process Efficiency**

- Effectiveness – Alignment – Contracts – Speed to Market

# 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.](#)



## 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.](#)



## How Data Can Create Opportunity

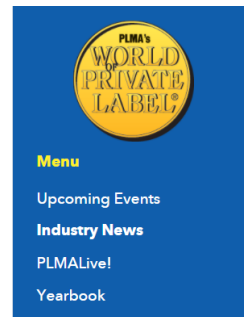
Today, retailers and manufacturers can be facing data overload when it comes to using it to grow their businesses. But while fishing for answers among a sea of data can be time consuming, it is highly rewarding in today's market. Host Edgar Elzerman and Servé Muijres, Retail Consultant for GfK, discuss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



## 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. [Chief Remy Drink once met 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.

# Promotion For Your Business!



## Kraft Heinz Australia

A globally trusted producer of quality, nutritious and delicious foods to grow a better world.



### Kraft Heinz Australia

Seven Hills, NSW

Contact Member

### Australia

92-95 Station Rd  
Seven Hills, NSW, 2147  
Australia  
[View Map](#)

### Key Contacts

Simon Sincek  
Private Label & Business  
Development Manager

### About Us

Across Australia and New Zealand we operate 9 world-class factories, and employ approximately 2400 people. Globally, we have access to a network of 88 factories making us one of the largest food and beverage companies in the world.

Local product sourcing and manufacturing  
Quality products suited to your menu  
Global product portfolio



- Listing in PLMA's exclusive Member Directory at <https://plma.com.au>
- 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

# International Trade Show Savings



- Save \$2,000+ in PLMA International membership fee by being a member of PLMA Australia / New Zealand!
- PLMA's trade shows attract 2,500-3,500 exhibitors, and thousands of visitors including key retail decision makers from around the globe!
- Participate in virtual & physical shows held throughout the year – put your business in front of buyers from around the world!

- 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



# Membership Investment



Membership Benefits	<u>Gold:</u> > \$3m PL Sales \$3,630 + GST *
	<u>Silver:</u> < \$3m PL Sales \$1,815 + 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+)	✓
PLMA Trade Show visitor discount	✓
International education training access	✓
Opportunity to participate in GlobalData Insights Program (additional charge)	✓

\* Per Calendar Year

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

# Questions?

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Please contact:

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Chief Executive Officer

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[bill@plma.com.au](mailto:bill@plma.com.au)

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