

MEET THE CEOs

The chief executive officers of three of the largest store brand manufacturers in the U.S. talk about leadership, supply chain and the outlook for store brands in a panel moderated by PLMA's Tim Simmons.



Murray S. Kessler
Perrigo



Steve Oakland
TreeHouse Foods



Rich Koulouris
Vi-Jon

MORNING KEYNOTES

Every day features a special keynote presentation by a leading retail executive or industry expert. Topics include private label and the economy, collaboration and innovation, health and wellness market opportunities, and supply chain transformation.



Bill Simon
Former President & CEO, Walmart U.S.



Chad Coester
SVP Own Brands; plus his Leadership Team, Albertsons



Andrea Collaro
Sr. Director, Brand Mgt./ Prod. Dev. Owned Brands, Walgreens



Dr. Nada Sanders
Prof. Supply Chain Mgmt., Northeastern University



SALUTE TO RETAILERS

Interviews with 30 retailers whose store brands just won PLMA's coveted **Salute to Excellence** awards. PLMA's own Suzanne Caputo gets the stories and exclusive insights from the retailers themselves on their award-winning food and non-food products.

INDUSTRY EXPERTS SPEAK

Get the latest sales data, industry research, product trends, consumer insights, promotional developments, and strategies for private label success.

Ken Harris, Cadent Consulting **Heidi Reale**, SparkShope LTD
Kara Sheesley, Nielsen **Marcie Merriman**, Ernst & Young Global Limited
Dr. Kantha Shelke, Corvus Blue

IDEAS FROM AROUND THE WORLD

Highlighting this year's new and exciting store brand products direct from PLMA's 2021 Idea Supermarket, hosted by PLMA's Carol Angrisani.

DIGITAL TRADE SHOW

PLMA LIVE! PRESENTS PRIVATE LABEL WEEK

Five days of virtual, category-specific trade shows conducted on our proprietary digital platform as well as dozens of streaming, original video programs featuring store brand CEOs, leading retailers, industry experts, category profiles, and news and features on private label food and non-food products in all channels.

While you search the virtual trade show floor all throughout Private Label Week, you can find the same high quality, store brand products you have come to expect from a traditional PLMA Show: food, snacks, beverages, health and beauty, OTC, household and kitchenware.

Retail buyers can still discover the newest and most innovative products featured in virtual trade show booths and learn about every exhibitor's capabilities and product range. They can meet face-to-face in live video calls to replicate the in-person experience. In addition, they can exchange virtual business cards and share private messages, as well as send documents through the secure virtual platform, which will remain open to visitors for up to 90 days after the Show.



CATEGORY PROFILES

A dozen reports on news, notes and trends in the day's featured categories:

- Home & Household** • Feb. 1-2
- Beverages & Center Store** • Feb. 2-3
- Health & Beauty and OTC** • Feb. 3-4
- Fresh, Frozen & Refrigerated** • Feb. 4-5

PLUS

TODAY AT PRIVATE LABEL WEEK: From the News Desk, anchor Jodi Daly and PLMA President Peggy Davies set the day's programs and wrap them up.

COOKING WITH STORE BRANDS: Using store brands ingredients, Chef Julie Hartigan prepares super easy recipes for The Big Game, like deep dish pizza, buffalo chicken tenders, plant-based sliders, bitterballen, and chocolate truffles.

STORE BRANDS ON THE AIR: A curated selection of TV commercials from retailers around the world that promote store brands across all categories.