

Retailers Salute Private Label Colonels

There is no stronger endorsement than to be formally recognized by your customers and the industry you serve. That alone makes the *PLBuyer* Category Colonels one of the most sought-after awards within the private label industry.

Since the awards' inception in 2001, *PLBuyer* has asked retailers to select which suppliers are the leaders within their respective product categories. In its 11-year history, the Category Colonel competition has grown from 60 product categories in 2001 to 109 categories in 2011.

The Category Colonels in 2011 saw some additional changes. For the first time, *PLBuyer* developed and published a ballot for retailers to use in their voting process.

The ballot listed more than 300 companies active within the private label industry. Retailers also had the option of writing in their vote if their supplier of choice wasn't included on the ballot.

Additionally, *PLBuyer* asked retailers to identify key criteria which further qualified their supplier as Category Colonel worthy. Among the criteria were attributes such as customer service, collaborative skills, product quality, innovation, merchandising & support, and efficiency.

Retailers embraced this new format wholeheartedly. *PLBuyer* received more votes than ever before in the 11

years of Category Colonel competition. In fact, the voting quadrupled over last year's efforts. A huge thank you to all the retailers who took the time to vote.

The increased voting resulted in more companies receiving significant support from the retailer community. The amount of support retailers demonstrated for their trading partners served as the catalyst for *PLBuyer* to expand the 2011 Category Colonel program to recognize a Gold and a Silver recipient for each product category.

The evolution and growth of the Category Colonel program embodies the growth and sophistication occurring within the private label industry. Retailers are introducing private label products into new categories, developing premium offerings for their product portfolios, and advertising their private label programs to consumers.

A key component behind executing a successful private label program for any retailer is working with the right partner. Retailers need true business partners. A business partner that fuels the developmental processes with dynamic collaboration and a vision for success, emulates the standards and quality retailers want and consumers demand, and has an overall commitment to excellence.

That is what the Category Colonels stand for – successful business partnerships!

PLBuyer wants to congratulate both the retailers and the suppliers on achieving this level of success.

— Brion Palmer
Group Publisher, *PLBuyer*



An Overview of the Winners

The 2011 Category Colonels Awards has 149 different companies being recognized for excellence by their retail partners.

A total of 91 companies won a Category Colonel Gold Award. There were several companies which won Category Colonel Gold Awards in multiple product categories.

The companies winning more than one Category Colonel Gold Award in alphabetical order and with the number of gold awards in parenthesis: Bay Valley (2), Cott (4), Hormel (3), Morgan Foods (2), Nice-Pak (2), Perrigo (2), Ralston (2), S.T. Specialty Foods (2), Snyders-Lance (2), The Carriage House (3), and Windsor Foods (3).

PLBuyer congratulates all the multiple winners and gives an additional nod to Cott for its four Category Colonel Gold Awards and to Hormel, The Carriage House, and Windsor Foods for their three Category Colonel Gold Awards each.

A total of 90 companies won a Category Colonel Silver Award, including 26 companies which won both a Category Colonel Gold and a Category Colonel Silver Award. Of special note, is Bay Valley (2 Gold, 2 Silver), Cott (4 Gold, 1 Silver), Clement Pappas (1 Gold, 3 Silver), J&J Snack Foods (1 Gold, 2 Silver), LiDestri (1 Gold, 3 Silver), Nice-Pak (2 Gold, 1 Silver), Snyders-Lance (2 Gold, 1 Silver), The Carriage House (3 Gold, 1 Silver), U.S. Nonwovens which won five Category Colonel Silver Awards, Windsor Foods (3 Gold, 1 Silver), and Winona Foods (1 Gold, 3 Silver). Also, meriting special recognition is Associated Brands (3 Silver) and Imbibe (2 Silver).

Finally, *PLBuyer* would like to acknowledge and congratulate several companies that have been recognized by the retail community as being the "Best-in-Class" every year since the 2001 introduction of the Category Colonel Awards. These five companies have been Category Colonel Winners 11 straight years in their respective category. Congratulations to American Italian Pasta Company (Pasta), Ranir (Oral Care), Nice-Pak (Pre-Moist Wipes), Ralston (Breakfast Foods/Cereal), and The Carriage House (Sauces & Spreads).

2011 PLBuyer Category Colonels Winners

Food & Beverage Category Colonels

Category	Gold	Silver	Category	Gold	Silver
Alternative Beverages	Clement Pappas	Cott	Juices - Shelf Stable	Cott	Clement Pappas
Asian Food	Windsor Foods	Culinary Destinations	Kosher Products	Hormel	Giovanni Foods
Baby Food	PBM	None	Meals (Prepared) Frozen	Windsor Foods	The Perfect Bite
Baked Goods	Cloverhill	Harlan Bakeries	Meat - Rfg/Frozen	West Liberty Foods	Windsor Foods
Bakery Mixes	Gilster - Mary Lee	Custom Foods	Meat Canned	Hormel	DelGrosso Foods
Beverage Mixes	Sturm Foods	Century Foods	Meat Snacks	Marfood	Old Wisconsin
Beverages - Rfg	Cott	Imbibe	Nuts/Seeds/Trail Mix	J.B. Sanfilippo	Amport Foods
Beverages - Sport	Cott	Clement Pappas	Oils	Sovena USA	Catania - Spagna
Beverages - Alcoholic	LiDestri	Caribbout Corp	Olives	Musco	Bell-Carter
Beverages - Organic	SunOpta	Clement Pappas	Organic Cookies	Snyders - Lance	Commercial Bakeries Corp
Bottled Water	Niagara Bottling	Winona Foods	Organic Foods	Chelton House	The Neil Jones Co
Bread/Dough - Frozen	T. Marzetti	Furlani's	Pasta	American Italian Pasta Co.	Dakota Growers
Bread/Dough - Rfg	Sara Lee	Dakota Brands	Pickles	Bay Valley	Mario Camacho
Breakfast Foods	Ralston	Malt-O-Meal	Pizza - Frozen	Palermo's	Frozen Specialties
Candy	Brach's	Palmer Candy	Potatoes - Frozen	McCain Foods	Lamb Weston
Carbonated Soft Drinks	Cott	Imbibe	Poultry - Rfg/Frozen	Tyson	Brakebush
Cereal	Ralston	ConAgra	Prepared Meals	S.T. Specialty Foods	Associated Brands
Cheese Specialty	Schreiber Foods	Dairy Food USA	Produce	River Ranch	Walker's Food Products
Cheese Natural	Great Lakes	Winona Foods	Rice	Riceland Foods	Associated Brands
Cheese: Shelf Stable	Berner	Schreiber Foods	Salad Dressings	Bay Valley	Ventura Foods
Coffee	Mother Parkers	Massimo Zanetti	Salty Snacks/Chips	Shearer's Foods	Barrel O' Fun
Condiments	Red Gold	The Carriage House	Salty Snacks/Pretzels	Barrel O' Fun	J&J Snack Foods
Cookies	Snyders - Lance	Interbake	Sauces & Marinades	The Carriage House	Winona Foods
Crackers	Bloomfield Bakers	Snyders - Lance	Seafood - Canned	Chicken of the Sea	Bumble Bee
Dairy	Morningstar	Lucerne Foods	Seafood Frozen	High Liner Foods	Trident Seafoods
Dairy Organic	Stremicks Heritage Foods	Aurora Organic	Snack/Granola Bars	ConAgra	Bloomfield Bakers
Deli Meats	Carl Buddig	West Liberty Foods	Snacks/Appetizers Frozen	Great American Appetizers	McCain Foods
Desserts - Frozen/Rfg	J&J Snack Foods	Jel Sert	Soup - Canned	Morgan Foods	Bay Valley
Dry Dinner Mixes	S.T. Specialty Foods	Karlin Foods	Soup - RFG/Frozen	Overhill Farms	Marsan Foods
Eggs	Sparboe	Willamette Egg Farms	Spices/Seasonings	McCormick	Red Monkey
Fruit - Canned	Pacific Coast Producers	Seneca Foods	Spreads	Winona Foods	Food Service Specialties
Fruit Frozen	Frozsun Foods	Imperial Frozen Foods	Sweeteners	Heartland Sweeteners	Associated Brands
Fruit Snacks	National Raisin	Mariani	Syrups	The Carriage House	LiDestri
Gelatins/Puddings	Hormel	Sturm Foods	Tea	Harris Tea	Mother Parkers
Hispanic Foods	Morgan Foods	Bay Valley	Vegetables - Canned	Seneca Foods	Allen's
Ice Cream - Novelties	Fieldbrook Foods	J&J Snack Foods	Vegetables - Frozen	Allen's	Lakeside Foods
Italian Food	Windsor Foods	Cordon Bleu Tomasso	Vinegar	Mizkan Americas	LiDestri
Jams/Jellies/Preserves	The Carriage House	LiDestri			

Non-Food Category Colonels

Category	Gold	Silver	Category	Gold	Silver
Baby Diapers	AHP	Valor Brands	Home Fragrances	Delta Brands	Personal Care Products
Baby Products	Rockline Industries	PBM	Household Cleaning	Crescent Manufacturing	US Nonwovens
Bath & Body	Tower Laboratories	Garcoa	Laundry Products	Sun Products	US Nonwovens
Batteries	Powermax	Fuji Novel Batteries	Light Bulbs	Feit Electric	Linkage Technologies
Cleaning Aids	Clean Ones	Sun Products	Oral Care	Ranir	OraTech
Cold Remedies	Perrigo	OHM Labs	OTC	Perrigo	First Boston Pharma
Cosmetics	Millers Forge	US Nonwovens	Paper Products	Clearwater Paper	Irving Consumer Products
Cotton	US Cotton	North American Cotton	Paper Products - Tissue	Cascades Tissue Group	Clearwater Paper
Eye Care	Bausch & Lomb	KC Pharmaceuticals	Personal Care	HOSPECO	Nice-Pak
Facial Care	Nice-Pak	US Nonwovens	Pet Food	Simmons	Performance Pet Products
Feminine Care	Fempro	Albaad Rostam	Pet Supplies	Simmons	US Nonwovens
First Aid Products	Filo America	Premier Brands	Plastic Cups/Bowls/Utensils	Solo	Genpak
Foils/Wraps	Reynolds	All-Foils	Plastic Storage	Webster Industries	Buddeez, Inc
Food/Trash Bags	Presto Products	Webster Industries	Pre-Moist Wipes	Nice-Pak	Diamond Wipes
Foot Care	Premier Brands	Garcoa Labs	Shaving Products	Personna/American Safety Razor	Pace Shave
Hair Care	Vi-Jon Laboratories	American Comb	Skin Care	Garcoa	Sun Laboratories
Home Diagnostics	Nipro Diagnostics	Lumiscop	Vitamins/Supplements	Century Foods	Vitaceutical Labs

Special Report: 2011 Category Colonel Awards

SILVER

PALMER CANDY COMPANY
Headquarters: 2600 Hwy. 75 N.,
 Sioux City, Iowa 51105
Phone: 712-258-5543
Company Web address:
www.palmercandy.com

CARBONATED SOFT DRINKS

GOLD



COTT CORP.
Headquarters: 5519 W. Idlewild
 Ave, Tampa, Fla. 33634
Phone: 888-268-8872
Company Web address:
www.cott.com
CEO: Jerry Fowden
Number of employees: 3,500
**Number of facilities (plants,
 warehouses, other):** 23
Categories produced: CSD &
 juices
**Company description (provided
 by the company):** Cott is the
 world's leading supplier of
 retailer brand carbonated soft
 drinks. With production facilities
 in Canada, the U.S., U.K. and
 Mexico we produce, package
 and distribute a wide selection
 of retailer brand beverages for
 grocery, mass-merchandise,
 drugstore and convenience store
 chains, as well as wholesalers.

SILVER



IMBIBE
Headquarters: 3201 Old Glenview
 Rd, Wilmette, Ill. 60091
Phone: 847-324-4411
Company Web address:
www.imbibeinc.com

CEREAL

GOLD



RALSTON FOODS
Headquarters: 800 Market Street,
 St. Louis, Mo. 63101
Phone: 314-877-7000
Company Web address:
www.ralcorp.com

SILVER

**CONAGRA FOODS-STORE
 BRANDS DIVISION**
Headquarters: 215 W. Diehl Road
 Naperville, Ill. 60563
Phone: 630-857-1000
Company Web address:
www.conagra.com
CEO: Gary Rodkin
Number of employees: 25,000
**Number of facilities (plants,
 warehouses, other):** store brands
 only: 15; total ConAgra facilities:
 49
Categories produced: store
 brands **Only:** cereal bars, granola
 bars, health & nutrition bars,
 premium cereal, fruit snacks,
 canned pasta, shelf stable
 pudding, cooking spray, liquid
 eggs
**Company description (provided
 by the company):** ConAgra Store
 Brands is the leading supplier of
 quality wholesome snack bars,
 fruit snacks, cereal, and other
 shelf stable grocery products
 to America's leading retailers.
 ConAgra Store Brands offers a
 CPG approach to the industry by
 excelling in quality, innovation,
 and service while providing the
 considerable category analytics
 and consumer insight resources of
 ConAgra Foods.

CHEESE SPECIALTY

GOLD

SCHREIBER FOODS INC.
Headquarters: P.O. Box 19010,
 Green Bay, Wis. 54307
Phone: 920-437-7601
Company Web address:
www.schreiberfoods.com

SILVER



DAIRYFOOD USA, INC.
Headquarters: 2819 Co. Rd. F,
 Blue Mounds, Wis. 53517
Phone: 608-437-5598
Company Web address:
www.dairyfoodusa.com

CHEESE NATURAL

GOLD



GREAT LAKES CHEESE CO. INC.
Headquarters: 17825 Great Lakes
 Parkway, Hiram, Ohio 44234
Phone: 440-834-2500
Company Web address:
www.greatlakescheese.com
CEO: Gary Vanic
Number of employees: 1,971
**Number of facilities (plants,
 warehouses, other):** 7
Categories produced: dairy, deli,
 food service
**Company description (provided
 by the company):** One of
 the country's leading cheese
 manufacturing, packaging and
 distribution companies committed
 to great customer service and
 quality every time.

SILVER

WINONA FOODS
Headquarters: 1552 Lineville
 Road, Green Bay, Wis. 54313
Phone: 920-662-2184
Company Web address:
www.winonafoods.com

CHEESE SHELF-STABLE

GOLD

BERNER
 food & beverage
BERNER FOOD & BEVERAGE INC.

Headquarters: 2034 Factory Rd.,
 Dakota, Ill. 61018
Phone: 815-563-4222
Company Web address:
www.bernerfoodandbeverage.com
CEO: Steve Kneubuehl
Number of employees: 300
**Number of facilities (plants,
 warehouses, other):** 4
Categories produced: aerosol
 cheese, SS dips & salsa con queso,
 jar cheese, Alfredo sauces, ice
 lattes, ethnic drinks and coffee
 energy drinks
**Company description (provided
 by the company):** Berner Food
 and Beverage is a leading
 private supplier of quality food
 and beverage products. We are
 SQF2000 level 3 certified.
Key Employees: Steve Fay, EVP;
 Karey Lueder, vice president,
 grocery retail.

SILVER

SCHREIBER FOODS INC.
Headquarters: P.O. Box 19010,
 Green Bay, Wis. 54307
Phone: 920-437-7601
Company Web address:
www.schreiberfoods.com

CLEANING AIDS

GOLD



CLEAN ONES CORP.
Headquarters: 122 S.W. Third
 Ave., Portland, Ore. 97204
Phone: 800-FOR-GLVS
Company Web address:
www.cleanones.com
Categories produced: automotive
 products, first aid, gloves, home
 health care, household products,
 paint products

SILVER

SUN PRODUCTS
Headquarters: 60 Danbury Rd.,
 Wilton, Conn. 06897
Phone: 203-254-6700
Company Web address:
www.sunproductscorp.com