



The Private Label Hall of Fame was created in 2006 by PLMA to recognize the men and women who, in a variety of professional roles, have made significant contributions to the growth and development of the global private label industry.

Each year, about a half dozen individuals are honored and installed in ceremonies conducted at the association's Leadership Conference. The Hall of Fame now counts more than 75 members who are organized in three broad categories: Retailers, Manufacturers and Pioneers. They represent some of the most successful and familiar retail and wholesale chains, store brand manufacturers and suppliers, and companies and organizations closely associated with the private label industry, such as trade press, quality assurance and testing firms, market researchers, and management consultants, among others.

Induction in the Private Label Hall of Fame is based on annual nominations offered by representatives of the industry and a final determination made by a rotating selection committee composed of executives and other leaders with wide experience and knowledge of the history and evolution of private label around the world.

To view members of the Private Label Hall of Fame, please click on the categories below:

2024 Inductees



2024 HALL OF FAME HONORS

Nils Clement

MANUFACTURERS | EURO CAPS BV

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2024 HALL OF FAME HONORS

Pascale Courtemanche

MANUFACTURERS | C.H. GUENTHER & SON/ PLATS DU CHEF

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2024 HALL OF FAME HONORS

William Crosby

MANUFACTURERS | CROSBY FOODS LTD.

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2024 HALL OF FAME HONORS

Clay Dockery

MANUFACTURERS |

MASSIMO ZANETTI BEVERAGE USA

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2024 HALL OF FAME HONORS

Peter Kroner

MANUFACTURERS |

MARKETING CONCEPTS GROUP

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2024 HALL OF FAME HONORS

Hope Lenhart

RETAILERS | TARGET

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2024 HALL OF FAME HONORS

Jackie Li

RETAILERS | DOLLAR GENERAL

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2024 HALL OF FAME HONORS

Chad Mallory

RETAILERS | AMAZON FRESH PRIVATE BRANDS

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2024 HALL OF FAME HONORS

Pamela Ofri

RETAILERS | WAKEFERN FOOD CORPORATION

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2024 HALL OF FAME HONORS

Rakesh Rathore

MANUFACTURERS | TRUECHOICEPACK

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2024 HALL OF FAME HONORS

Brooke Rice

RETAILERS | SOUTHEASTERN GROCERS

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2024 HALL OF FAME HONORS

Jac Ross

RETAILERS | SPROUTS FARMERS MARKET

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2024 HALL OF FAME HONORS

Edward P. Salzano

MANUFACTURERS | EDNJ ASSOCIATES, INC.

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2024 HALL OF FAME HONORS

Nick Scangas

MANUFACTURERS |

CEDAR'S MEDITERRANEAN FOODS

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2024 HALL OF FAME HONORS

John Solomon

RETAILERS |

THE KROGER CO

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2024 HALL OF FAME HONORS

Mohan Valluri

MANUFACTURERS | ALAMANCE FOODS INC

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Members of the Hall of Fame



Lifetime Achievement

See our list of Lifetime Achievement inductees here.

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Next Gen Private Label Leader

See our list of Next-Generation inductees here.

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Private Brand Champion

See our list of Champions inductees here.

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Private Brand Innovator



See our list of Innovators inductees here.

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MANUFACTURERS

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