



What is Store Brands Month?

Store Brands Month is a January initiative that brings together retailers, private label manufacturers, and brokers—where appropriate—to promote store brand products directly to consumers. The inaugural celebration launched in January 2025.

Why should my company participate?

The purpose of Store Brands Month is to increase consumer attention to the positive attributes of store brands -- including quality, value, uniqueness and innovation -- across all categories within both brick and mortar and online retail formats. In addition to awareness, Store Brands Month is intended to drive consumer loyalty, trial and repeat purchase. It's a celebration of the entire industry!

Who participated in 2025?

- Albertsons
- Aldi
- Associated Wholesale Grocers
- Dollar General
- Federated Group
- Giant Eagle
- K-VA-T
- Kahoots Rancho Penasquitos
- Raley's
- Save A Lot
- SpartanNash
- Topco
- Wakefern

How can PLMA help?

Visit Store Brands Month on plma.com to access the Retailer Toolkit where you will find

- Logos and graphics
- Promotional ideas including:
 1. Social media posts
 2. Videos
 3. News releases
 4. Store brand industry statistics and information

How do we get involved?

Your involvement during the month of January could include:

- In-store signage/displays/sampling
- Online circular promotions
- Employee/internal education
- B2B social media posts promoting your brands
- Podcasts
- Influencer reels promoting your own brand products on consumer-facing social media
- Press releases announcing your own brands to trade and consumer media outlets
- Utilize your PR department for placements on local television morning shows
- Leverage your Salute to Excellence Award-winning products with trade media, social media and in-store signage