

7 wins for Woolworths SA in global private label awards

Woolworths South Africa's W-brand has scooped seven wins in the international Private Label Manufacturers Association (PLMA) Salute to Excellence Awards, and for the first time has been awarded in both the foods and non-foods categories.



Source: Supplied



More than 600 products were introduced in the past year and submitted by 62 retailers from 23 countries for consideration. Overall, 36 retailers from 17 countries were selected for PLMA's 2021 Salute to Excellence Awards for innovation in private label.

The local retailer was recognised in the following categories:

Foods:

- Woolworths' Honey, Mustard & Onion Pretzel Thins
- Albacore White Tuna Fillets in Olive Oil with Jalapeño

Non-foods:

- Protein Rich Hair Mask, Eucalyptus
- Lavender & Bergamot Relax Bath
- No-Flush Toilet Drops

- Lavender, Eucalyptus & Bergamot Relax Pillow & Linen Spray
- Paw & Nose Balm

“It is always a tremendous honour to be recognised on the global stage and to go up against other top retailers in the world and competing against their innovation in private label brands,” said Rahim Hoosen, Woolworths trading head - groceries, household, pet and personal care.

“Woolworths has embedded quality, innovation and sustainability deep into the fabric of our business and it influences every aspect of what we do. Our goal is to offer our customers unique, high-quality products at a great value, and we’re pleased to be able to do this, while meeting the latest consumer trends that contribute to an exciting and elevated shopping experience.”



SA private label growth continues unabated, totalling R71bn in annual sales

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This isn’t the first time Woolworths’ private brand products have been recognised. In the past 2 years, Woolworths brand products have won 11 international awards for product innovation, quality and package design in the PLMA awards.

Peggy Davies, PLMA president, commented on the calibre of this year's entries. “Clearly evident this year in the quality of all the submissions and especially the winners, is a heightened focus on innovation and new product development. These private label products demonstrate that all those involved in their development, testing and marketing have their finger on the pulse of important consumer trends.”

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