



## Marca by BolognaFiere International Private Label Selection 2022

*Bologna, 12 April 2022* - **Marca by BolognaFiere 2022**, in collaboration with **IPLC - The Retailer Brand Specialists**, has launched a contest to **select the ten most innovative products** from those proposed for Private Labels by companies exhibiting at the event in the Bologna Exhibition Centre on 12 and 13 April.

**The announcement of the products that have been selected will take place on Tuesday 12 April at 2.30pm** in Hall 28 of Marca by BolognaFiere, at the stand **A1-B2 of IPLC - Marca Training Program**.

**Over one hundred products were submitted** in the main mass consumption goods categories, from frozen food to detergents, plant-based to meat. Each was **assessed by an international jury of experts according to three main criteria**:

- A. Originality and topicality** of the product or project, taking into account **new lifestyles and consumption trends**, and **innovation** in recipes, formats, packaging, processing;
- B. Specific sustainability features**, which concern the product, its ingredients, origin, production chain, transparency, materials and healthiness.
- C. Appropriateness and potential** for introduction and development in **specific European countries**.

**The jury selected the ten products with the greatest adherence to the above criteria.**

In addition to the communication and visibility opportunities reserved to all entries, the selected products will be able to benefit from a **specialised consultancy service provided by IPLC professionals**, in order to plan their **entry or expansion in specific international markets**, also thanks to the support of local professionals present in the different countries.

The **substantial level of participation** in the **contest** demonstrates how the **production and supply companies** involved are **dynamic and ready to rise to the challenge concerning the increasingly important role of Private Label products** in the offer available at retail points. As a matter of fact, there are an increasing number of categories in which Private Labels are leaders and, as such, they are being called upon to develop sales to the benefit of all players in the supply chain through innovation.

The **expertise and vitality demonstrated by the hundreds of exhibiting companies attending Marca by BolognaFiere 2022** made the evaluation and selection of candidates particularly challenging.



***IPLC - International Private Label Consult***

*IPLC - the Retailer brand specialists is a boutique consultancy present in 9 major European countries, specialising in providing strategies and support for manufacturers, distributors and suppliers in the Private Label supply chain. Since 2003 IPLC has been creating value and opportunities in retail marketing and Private Label innovation. [www.iplc-europe.com](http://www.iplc-europe.com).*