

## **MARCA AWARDS 2026: NEW RECOGNITIONS FOR EXCELLENCE IN PRIVATE LABEL**

**Marca by BolognaFiere & ADM launches awards that redefine Private Label standards, highlighting for the first time product innovation and industrial excellence across the entire supply chain within an integrated ecosystem.**

*Bologna, September* – Marca by BolognaFiere & ADM, the key event for the Private Label supply chain and the premier meeting point between industry and Retail, returns on **January 14–15, 2026** at BolognaFiere with an edition rich in new contents. Among the highlights is the launch of the **Marca Awards**, reinforcing the event's role as a trendsetter for Private Label.

This new format celebrates, for the first time in an integrated ecosystem, both the best product innovations and the industrial excellence of manufacturing companies, recognizing the entire value chain that drives the qualitative growth and competitiveness of Private Label.

### **Two awards at the centre of the Marca Trend Area**

As Private Label continues to establish itself as a strategic lever for modern retail, the Marca Awards broaden the sector's future outlook by introducing a new category dedicated to **packaging**. This recognition highlights how packaging solutions have become crucial as product innovation and industrial quality, offering Retailers and buyers a practical tool to anticipate Private Label trends.

The initiative is part of the **Marca Trend Area**, in the Bologna exhibition centre; an integrated space that showcases the many sides of Private Label. It is a dynamic area where visitors can update themselves on the latest news and trends in the retail sector, with showcases of the Retail Brand Area reserved for the Large Scale Retailers of the Marca Committee by BolognaFiere & ADM. At the same time, visitors can discover the excellent products and innovations presented by industrial partners in the Marca Awards.

### **Two awards, focus on innovation and industrial reliability**

The new format of the Marca Awards expands the scope and purpose of the awards, offering Retailers and operators a full overview of the excellence of Private Label. By submitting a single application form, companies will have the opportunity to compete for two complementary awards, which enhance the entire value chain of the PL sector:

- **Best Innovation Product (ex IPLS):** the award dedicated to the most innovative private label products, divided into five categories representing the main areas of development in the sector: **Sustainability; Food well-being (including pet food); Indoor & outdoor non-food well-being; Origin, provenance, supply chain and transparency; Tech.**
- **Best Copacker Profile:** evolution of the PLM Awards – Best Co-packer Profile, the award that has been recognising the best co-packers of the Private Label for years. From 2026, it will become a fully-fledged part of the Marca Awards, rewarding industrial excellence and the reliability of production partners across nine categories covering the entire range of private label products: **Food, Beverages, Fresh, Chilled, Home Care, Personal Care, Pet Care, Other Non-Food Products and Packaging.**



The new structure of the Marca Awards allows for the synergistic promotion of both product innovation and industrial and organisational excellence, making Private Label a driver of development for retailers at national and international level. The Marca Awards are a distinctive feature of a trade fair entirely dedicated to Private Label, confirming its status as a trendsetter in the sector: with this new initiative, the experience of the event is enriched, offering the market a unique tool for identifying product innovations and Private Label partners that contribute to defining trends in Private Label.

Through the synergy between **Marca by BolognaFiere & ADM** and **PL Magazine**, the award aims to be a concrete tool for identifying the best product innovations and the most reliable production partners.

The award ceremony will be held on **14 January 2026** at the Marca Fair, **from 6:00 pm to 7:30 pm**.

### **How to participate**

For more information about how to participate, companies interested can visit the official website of Marca by BolognaFiere & ADM.

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