



The Manufacturer Playbook

Equipping Manufacturers to Partner
with Retailers for a Winning
Store Brands Month *every* January

What is Store Brands Month?



AN INDUSTRY-WIDE INITIATIVE

Store Brands Month activates the entire retail ecosystem around private label — manufacturers, retailers, and shoppers — during the highest-potential month of the year.

Increase Sales

Drive private label volume and consumption across all categories

Build Sentiment

Elevate shopper perception of quality, value, & innovation. Build Trust and make Private Label the Smart Choice.

Tell the Story

Implement Store Brands Month through In-store, Digital, Storytelling, and Trial.

HOW IT WORKS

IN-STORE

Endcaps, secondary placements, shelf signage, cross-merchandise

DIGITAL

App banners, loyalty offers, email campaigns, social media

STORYTELLING

Quality comparisons, sourcing stories, innovation spotlights

TRIAL

Sampling events, bundles, 'Switch & Save' themed moments

 January: Post-holiday reset — shoppers are open to discovery & new habits

The Business Case — Why Retailers Win with Store Brands Month



~23%

of U.S. grocery unit sales are private label*

25–30%

higher margin vs. comparable national brands*

2x

more likely to retain shoppers vs. national brand promos*

Jan.

post-holiday reset — peak shopper openness to trying new brands*

**PLMA/industry benchmark estimates. Manufacturers should customize with category-specific data.*

WHAT +1 POINT OF PRIVATE LABEL SHARE MEANS TO A RETAILER

Store Format	Annual PL Sales Est.	+1pt Share Gain	Est. Incremental Margin
Regional Grocer (100 stores)	\$180M	+\$1.8M sales	+\$450K–\$540K margin
Large Format (250 stores)	\$480M	+\$4.8M sales	+\$1.2M–\$1.4M margin
Supercenter / Mass	\$900M+	+\$9M+ sales	+\$2.2M–\$2.7M margin

📌 Manufacturers: customize this table with your category data before the retailer meeting

What's In It for the Retailer — Beyond the Discount



Store Brands Month is not a trade promotion. It's a strategic brand-building platform.

Margin Expansion

Private label delivers 25–30% higher gross margin than national brands. Store Brands Month creates a focused moment to grow that mix — without a price reduction.

Shopper Loyalty

Retailers with strong private label programs retain shoppers at significantly higher rates. Store Brands Month deepens that loyalty through quality storytelling.

Brand Differentiation

Your store brand is your exclusive brand. No competitor carries it. Store Brands Month spotlights that differentiation — building retailer identity over time.

Supplier Partnership

Manufacturers bring insights, creative assets, innovation, and operational support — turning Store Brands Month into a true joint business win, not just a retail event.

New Product Launch Platform

January is ideal for innovation rollouts. Store Brands Month creates the in-store 'moment' to spotlight new items and drive trial at scale.

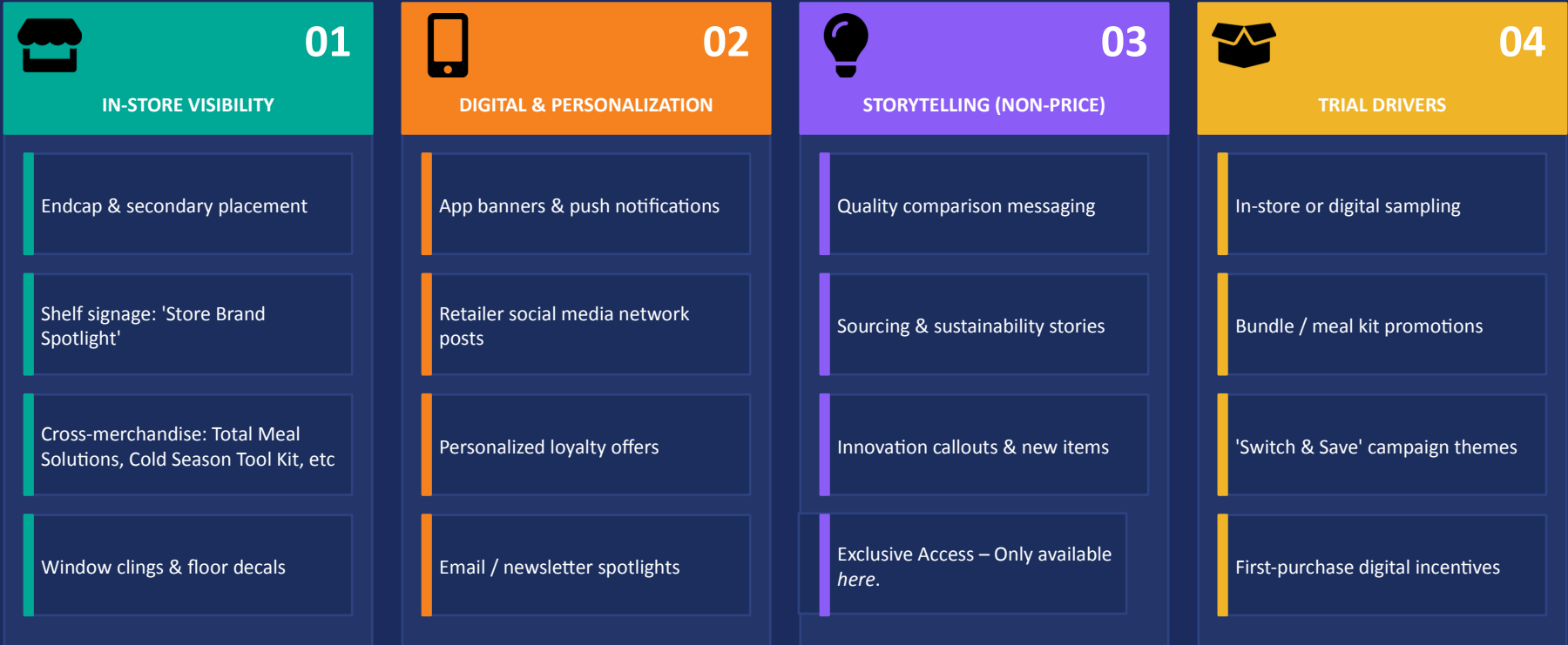
Retail Media Engagement

Store Brands Month gives retailers a compelling reason to activate their own media ecosystem around their own exclusive brand. This can create excitement and discovery in-store and online — a true omnichannel brand moment.

The 4-Pillar Activation Framework



Give your retail partner a clear menu of activation options across four proven pillars.



Tiered Activation Menu — Meet Retailers Where They Are

Not every retailer has the same resources. Offer a tiered approach so any partner can participate.

Foundational

Low Effort · 2–3 weeks to execute

For retailers with limited bandwidth or first-time participants

- ✓ Shelf signage / 'Store Brand Spotlight' signs
- ✓ 1–2 social posts (organic) during January
- ✓ Circular callout: 'January is Store Brands Month'
- ✓ Supplier-provided product storytelling assets

Amplified

Medium Effort · 4–6 weeks to execute

For retailers ready to integrate digital and circular

- ✓ All Bronze tactics, PLUS:
- ✓ Digital circular / app feature placement
- ✓ Loyalty-targeted email or push campaign
- ✓ 2–4 endcap or secondary placements
- ✓ In-store sampling event (1–2 locations)

Integrated

Full Commitment · 6–8 weeks to execute

For retailers running an omnichannel campaign

- ✓ All Silver tactics, PLUS:
- ✓ Retail media network integration
- ✓ Personalized offers via 1st-party loyalty data
- ✓ Innovation product launch spotlight
- ✓ In-store theater: thematic displays + storytelling
- ✓ Post-event performance readout

Manufacturers: present this menu proactively — and offer to support whichever tier the retailer chooses with assets, data, and operational planning.

What Manufacturers Bring to the Table



Reframe your role: You're not asking the retailer to run an event. You're bringing the tools to make them successful.

INSIGHTS

Category performance data

Shopper behavior & basket analysis

Assortment gap identification

Seasonal index benchmarks

Market share trends

INNOVATION

New product launches timed for Jan.

Premium / better-for-you tier options

Category expansion opportunities

First-to-market innovation story

Packaging that supports storytelling

CONTENT & ASSETS

Product photography & video

Digital-ready creative assets

Quality claim proof points

Sourcing & origin storytelling

Social-ready content package

OPERATIONAL SUPPORT

Supply assurance for featured items

On-time delivery commitments

Display-ready packaging options

Sampling product supply

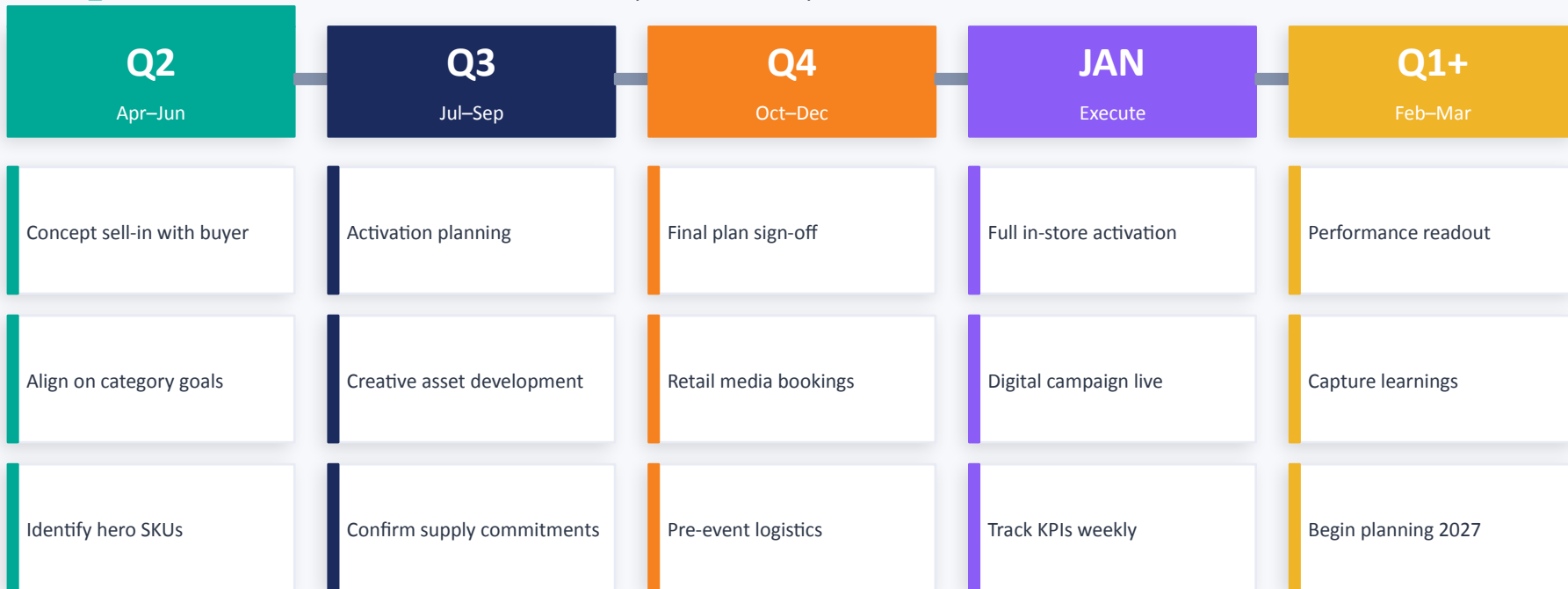
Retailer-specific customization

Planning Calendar — Fitting SBM Into the Retail Cycle



▲ YOU ARE HERE

Store Brands Month is planned, not improvised. Start the conversation now.



Protect your margins. Build your brand.

The Discounting Trap

- Trains shoppers to wait for a deal
- Erodes the margin advantage you're trying to grow
- Positions private label as 'cheap', not quality
- Provides no lasting loyalty or trial-to-repeat benefit
- Competes on the national brand's terms

The Equity-Building Approach

Quality Storytelling

Shifts perception from 'value' to 'smart choice'

Innovation Spotlight

Drives trial without eroding base price

Sourcing Transparency

Builds trust and emotional connection

Sampling Events

Generates trial → repeat without discount dependency

Loyalty Personalization

Rewards existing buyers; recruits new ones

Deepen the Digital Relationship

Use Store Brands Month to tell your story, directly to your customers. Every touchpoint builds an emotional connection.

Best-in-Class Examples — 2025 SBM Activation Highlights



Real retailers. Real activation. Use these as conversation starters with your buyer.

Albertsons

Integrated

WHAT THEY DID:

In-store promotions + digital circulars + employee LinkedIn/Instagram/Facebook campaigns across all divisions. App-integrated 'Our Brands' spotlight.

OUTCOME:

Broadest omnichannel reach of any 2025 participant — social amplification across corporate and store-level accounts.

Giant Eagle

Amplified

WHAT THEY DID:

In-store display + weekly circular integration. Scheduled January 23 activation aligned to their private label planning calendar.

OUTCOME:

Full circular integration demonstrates SBM can be treated as a retailer's own brand event — not just a supplier-driven promotion.

K-VA-T / Food City

Amplified

WHAT THEY DID:

YouTube video on the Food City channel + Instagram, Facebook, and LinkedIn posts. Reshared and amplified content through the week.

OUTCOME:

Video-first approach generated strong earned media and set a replicable content template for regional grocers.

AWG / Price Chopper

Foundational

WHAT THEY DID:

Social media campaign across LinkedIn, Facebook, and Instagram. Member co-op amplification through the AWG network.

OUTCOME:

Demonstrated how a co-op model can scale SBM participation across independent members with minimal per-store investment.

Tip for Manufacturers: Ask your buyer 'Which of these approaches fits your team's capabilities this January?'

Measurement & KPIs — Proving the Value of SBM



Retailers prioritize what they can measure. Build the scorecard into your proposal from day one.

BUSINESS KPIs

Private Label Penetration %

POS data vs. baseline

Incremental Sales \$

vs. prior January baseline

Gross Margin Dollars

Total + by category

Household Penetration

New-to-PL buyers

Basket Size Impact

SBM vs. non-SBM shoppers

ENGAGEMENT KPIs

Digital Impressions

App + email + social

Click-Through Rate

vs. retailer benchmark

App Engagement

SBM-featured category opens

Sampling Conversion

Trial → 2nd purchase rate

Social Shares / Mentions

Organic amplification

POST-EVENT READOUT

vs. Goal

Sales, margin, engagement

Top Performing Tactics

Ranked by ROI

Shopper Feedback

Sentiment / ratings

Lessons Learned

What to scale, what to change

2027 Recommendation

Proposed improvements

Manufacturers: offer to build this scorecard template into your Joint Business Plan document as a shared success framework.

Your Next Steps — How to Activate This with Your Retailers



The planning window for January 2027 is open now. Here's how to move forward.

1

Schedule the Conversation

Request time with your retail buyer or category manager to introduce Store Brands Month. Frame it as a joint business opportunity, not a vendor ask.

2

Customize the Business Case

Pull your category-specific data: PL penetration, margin comparison, seasonal index. Personalize the financial opportunity slide for each retailer.

3

Present the Tiered Menu

Walk through the Foundational/ Amplified/ Integrated framework. Let the retailer self-select their comfort level. Remove the barrier of 'we can't commit to a big promotion.'

4

Bring Your Asset Package

Share your product storytelling kit: images, claims, video, digital-ready creative. Make it easy for the retailer's marketing team to say yes.

5

Lock In the Plan by Q3

Confirm activation tier, SKU list, supply commitments, and KPI targets. Document it in your Joint Business Plan. Hand off assets on schedule.

6

Measure & Report Back

Commit to a post-January performance readout. Retailers who see results will prioritize Store Brands Month in 2027. Make the data do the selling for next year.



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