

Q&A: Overcoming Private Label Challenges

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Jérôme Malavoy of TraceOne discusses challenges facing private label manufacturers and how manufacturers most effectively can overcome these challenges and increase profitability.

Q: What are the main challenges facing private label food manufacturers today?

A: There are two major challenges we see facing private label food manufacturers today. The first challenge is the food safety warranty level retailers will expect. New retailer strategy increases the pressure for brand protection. For example, if you can't find a sufficient amount of raw material which allows you to guarantee origin, allergens list, nutritional values and microbiological quality, then you must change the materials.

The second challenge facing private label manufacturers is flexibility and reactivity. Retailers moving from one value brand to three or five tiered brands will ask more from their partners, which requires all parties to have more flexibility.

